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RADIO

EMPLOYEE COMPENSATION

AND FRINGE BENEFITS

REPORT

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METHODS

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial radio stations in May 1988. Of these 5900 radio operations (AM/FM combos were included as one operation), 1408 operations completed the survey resulting in a response rate of 23.9%. Since this survey has such a low response rate, care should be taken when interpreting the data.

From the information collected, 34 tables have been prepared based on revenue categories, station type (AM Fulltime, FM AM/FM, AM Daytime), and categories of market populations. Information regarding these categorizations were requested in the survey.

Respondents were given the following instructions to fill out the employee compensation information.

Fill in only those jobs which exist at your station. Where duties of two classifications may be combined at your station, classify this person by major responsibility.

Base Salary. The base salary for each department head and support staff should be the annual compensation level as of March 31, 1988. For sales personnel only, the annual compensation should be the 12 months of April 1, 1987 to March 31, 1988.

Starting Annual Salary. The starting annual salaries are for new employees with little or no experience.

Bonus. The bonus paid to each of the department heads should be for the period of April 1, 1987 through March 31, 1988.

Number of Fulltime Employees. Fulltime is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in radio.

Fringe Benefits. Report fringe benefits offered to majority of employees.

Each table contains the average and median base salary for 12 different department heads as well as their average and median annual bonus. Also included in each table are average, median, and average starting salaries for 12 different support staff positions. Definitions of these support staff positions can be found on page 70.

Average and median compensation for sales staff as well as the percent of stations using each of eight different compensation methods also are found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Two items within the tables merit special attention. The first, N/R, signifies that no stations responded to that category. Second, the average bonus is the average for all reported department heads whether they received a bonus or not. When the median bonus is 0 it signifies that at least half of the stations responding with a salary figure did not pay a bonus to that position during the past year.

The Appendix (page 71) contains corrected values for the methods of compensation for sales personnel for 1987. The values published in last year's report contained some errors due to data processing.

Table I

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	49,758	6,951	39,000	0
Chief Engineer	25,286	420	24,000	0
Contract Engineer	8,136	31	6,000	0
Program Director	26,767	1,188	20,280	0
Operations Director	29,738	1,292	21,600	0
News Director	20,144	199	17,316	0
Sports Director	18,709	234	15,000	0
Business Manager/Controller	22,654	421	20,000	0
Traffic Manager/Supervisor	15,256	110	14,400	0
Community/Public Affairs Director	18,392	87	15,900	0
Promotion/Marketing Director	23,856	380	22,000	0
Research Director	21,247	107	19,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	20,136	15,000	16,874
News Announcer	2	19,450	15,961	16,592
News Reporter	2	17,028	14,616	13,991
Farm Reporter	1	19,353	18,000	16,485
News Editor	1	20,185	16,000	17,266
Sports Reporter	1	20,436	15,600	17,275
Technician	2	21,590	20,000	19,143
Continuity Writer/Copywriter	1	15,480	15,000	13,580
Production Person	1	21,965	20,000	19,251
Music Person	1	20,309	18,540	18,026
Traffic/Computer Operator	1	14,415	13,902	12,649
Sales Support Person	2	16,025	15,665	14,514

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	26,524	48,435	45,333	58,853	27,853
Median	21,800	40,000	40,000	55,000	21,000

Table I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	10	4	12	38
Salary & Bonus	1	27	22	22	11
Straight Com.	24	6	7	17	4
Draw Against Com.	32	4	5	4	3
Salary & Com.	23	28	35	21	38
Salary, Bonus & Com.	8	20	23	21	5
Straight Com. w/bonus	8	4	4	3	0
Other	2	1	1	0	1

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **20%** No **80%**

	-----Years of Service-----							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average)
(average weeks)	2	2	2	2	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	3	39	14
	Dependents	10	32	42	17
Surgical Benefits:	Employee	43	3	39	15
	Dependents	10	31	42	17
Major Medical:	Employee	43	3	40	13
	Dependents	10	31	43	16
H.M.O.:	Employee	12	1	16	70
	Dependents	3	11	15	71
Dental:	Employee	17	6	20	57
	Dependents	3	17	24	57
Vision:	Employee	7	2	8	82
	Dependents	1	7	9	83
Disability:	Short Term	23	4	18	55
	Long Term	17	8	19	55
Accidental Death:	Employee	39	4	22	35
	Dependents	8	17	20	55
Group Life:	Employee	47	4	26	23
	Dependents	7	20	21	51
Pension Plan		13	1	3	83
Profit Sharing		11	1	3	85
401-K Plan		3	4	11	82
Employee Stock Option Plan		2	2	2	94
Education/Career Development					
Tuition Reimbursement		22	1	16	61
Workshops, Seminars etc.		49	2	9	40

Table II
Revenue Size Over \$5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	124,343	25,345	125,000	15,200
Chief Engineer	47,027	1,153	46,000	0
Contract Engineer	28,645	0	34,700	0
Program Director	69,631	7,421	64,300	250
Operations Director	74,384	4,738	67,000	0
News Director	46,127	560	44,000	0
Sports Director	47,503	18	43,798	0
Business Manager/Controller	42,574	1,374	41,000	0
Traffic Manager/Supervisor	26,849	218	25,000	0
Community/Public Affairs Director	29,926	121	30,000	0
Promotion/Marketing Director	34,032	728	33,300	0
Research Director	26,837	224	26,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	7	62,583	45,450	48,364
News Announcer	4	38,804	33,750	32,374
News Reporter	4	29,800	27,800	23,415
Farm Reporter	2	33,712	27,560	42,500
News Editor	3	33,592	36,000	28,185
Sports Reporter	2	45,904	36,000	29,019
Technician	3	32,875	30,000	27,842
Continuity Writer/Copywriter	1	21,616	20,000	17,551
Production Person	2	31,589	29,500	26,953
Music Person	1	27,781	27,500	24,848
Traffic/Computer Operator	2	20,211	18,450	18,256
Sales Support Person	2	19,338	19,200	17,492

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	10				
Annual Compensation (\$)					
Average	52,777	102,033	82,831	78,864	49,335
Median	52,090	100,000	80,000	74,094	42,000

Table 11
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	2	7
Salary & Bonus	2	55	32	40	14
Straight Com.	37	3	9	8	3
Draw Against Com.	40	0	2	2	10
Salary & Com.	5	13	25	19	59
Salary, Bonus & Com.	1	24	28	27	7
Straight Com. w/bonus	13	3	4	2	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) 9

Accumulate? Yes 19% No 81%

	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	2	2	2	3	3	4	4	8

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	0	51	2
	Dependents	7	15	75	2
Surgical Benefits:	Employee	44	0	54	3
	Dependents	5	14	79	3
Major Medical:	Employee	44	0	56	0
	Dependents	5	15	80	0
H.M.O.:	Employee	12	0	41	48
	Dependents	4	6	42	48
Dental:	Employee	32	3	44	22
	Dependents	8	10	60	22
Vision:	Employee	7	0	12	81
	Dependents	4	1	16	78
Disability:	Short Term	45	4	26	25
	Long Term	42	8	37	13
Accidental Death:	Employee	63	6	23	7
	Dependents	7	17	23	52
Group Life:	Employee	76	0	24	0
	Dependents	10	17	24	49
Pension Plan		53	0	10	36
Profit Sharing		21	0	11	68
401-K Plan		11	8	48	33
Employee Stock Option Plan		3	10	10	78
Education/Career Development					
Tuition Reimbursement		45	0	33	22
Workshops, Seminars etc.		74	0	12	14

Table III
Revenue Size \$2 - \$5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	83,809	16,135	83,250	10,000
Chief Engineer	32,813	426	32,168	0
Contract Engineer	19,381	38	19,600	0
Program Director	42,907	2,084	39,550	0
Operations Director	45,971	2,747	43,400	0
News Director	28,662	297	27,000	0
Sports Director	27,075	130	25,000	0
Business Manager/Controller	28,946	564	28,000	0
Traffic Manager/Supervisor	19,543	161	19,270	0
Community/Public Affairs Director	23,513	110	22,700	0
Promotion/Marketing Director	23,612	322	23,500	0
Research Director	18,898	46	16,320	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	7	28,851	26,000	24,711
News Announcer	2	23,439	22,421	18,326
News Reporter	2	19,409	18,390	14,742
Farm Reporter	1	24,326	22,500	16,600
News Editor	1	21,806	25,000	15,897
Sports Reporter	1	20,587	18,720	16,560
Technician	2	22,529	21,770	18,020
Continuity Writer/Copywriter	1	18,419	17,628	15,071
Production Person	1	25,290	25,000	20,899
Music Person	1	23,653	23,205	18,807
Traffic/Computer Operator	1	17,406	17,490	14,832
Sales Support Person	1	16,866	16,000	14,461

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation (\$)					
Average	41,204	74,386	58,854	56,222	25,931
Median	38,000	70,000	54,850	55,000	25,140

Table III
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	2	2	9	34
Salary & Bonus	0	38	31	29	14
Straight Com.	29	2	1	7	0
Draw Against Com.	40	1	3	5	0
Salary & Com.	11	25	32	20	45
Salary, Bonus & Com.	8	30	29	29	7
Straight Com. w/bonus	9	2	3	0	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **23%** No **77%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	4	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	55	1	40	4
	Dependents	7	27	61	4
Surgical Benefits:	Employee	55	1	40	4
	Dependents	7	28	61	4
Major Medical:	Employee	56	1	43	0
	Dependents	7	28	65	1
H.M.O.:	Employee	16	1	20	63
	Dependents	5	8	24	63
Dental:	Employee	31	6	31	31
	Dependents	3	23	44	31
Vision:	Employee	12	2	9	77
	Dependents	1	9	14	77
Disability:	Short Term	38	4	28	30
	Long Term	32	10	33	25
Accidental Death:	Employee	58	4	27	11
	Dependents	7	17	29	47
Group Life:	Employee	60	1	35	4
	Dependents	8	16	27	50
Pension Plan		28	1	3	68
Profit Sharing		19	1	4	76
401-K Plan		8	6	24	63
Employee Stock Option Plan		6	3	5	86
Education/Career Development					
Tuition Reimbursement		29	1	26	45
Workshops, Seminars etc.		68	0	6	26

Table IV
Revenue Size \$1 - \$2 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	58,653	8,581	55,000	2,500
Chief Engineer	24,000	154	24,000	0
Contract Engineer	12,092	19	11,400	0
Program Director	28,364	989	26,000	0
Operations Director	26,781	317	25,000	0
News Director	19,944	130	19,000	0
Sports Director	17,830	554	17,400	0
Business Manager/Controller	21,718	225	20,500	0
Traffic Manager/Supervisor	16,236	81	15,600	0
Community/Public Affairs Director	16,148	129	15,000	0
Promotion/Marketing Director	19,447	223	18,600	0
Research Director	15,820	60	14,400	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	19,266	18,000	15,098
News Announcer	2	16,179	15,550	14,531
News Reporter	2	15,472	14,573	12,818
Farm Reporter	1	18,119	18,500	16,453
News Editor	1	16,379	15,350	13,767
Sports Reporter	1	15,986	16,000	14,696
Technician	2	19,676	19,200	17,646
Continuity Writer/Copywriter	2	14,816	14,520	13,563
Production Person	1	19,283	18,406	17,133
Music Person	1	18,629	17,850	14,878
Traffic/Computer Operator	1	15,014	14,300	12,895
Sales Support Person	1	14,732	14,480	13,017

----- Sales Personnel -----					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation (\$)					
Average	28,470	50,938	40,842	37,325	26,778
Median	25,000	48,000	40,000	36,354	21,350

**Table IV
(continued)**

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	3	2	16	21
Salary & Bonus	1	31	22	4	14
Straight Com.	27	3	3	12	14
Draw Against Com.	37	3	8	12	0
Salary & Com.	15	26	40	28	50
Salary, Bonus & Com.	7	24	21	20	0
Straight Com. w/bonus	9	8	5	8	0
Other	3	1	0	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes 27% No 73%**

	-----Years of Service-----							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average)
(average weeks)	2	2	2	3	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	53	2	42	3
	Dependents	11	40	44	4
Surgical Benefits:	Employee	50	2	43	5
	Dependents	12	39	42	7
Major Medical:	Employee	50	2	46	2
	Dependents	12	40	44	3
H.M.O.:	Employee	15	1	15	69
	Dependents	2	14	13	71
Dental:	Employee	24	10	27	39
	Dependents	5	26	30	39
Vision:	Employee	9	3	12	76
	Dependents	1	11	11	77
Disability:	Short Term	23	2	20	55
	Long Term	18	6	24	52
Accidental Death:	Employee	43	4	24	29
	Dependents	7	21	22	50
Group Life:	Employee	54	3	29	14
	Dependents	7	23	25	45
Pension Plan		11	0	3	86
Profit Sharing		12	1	3	84
401-K Plan		3	9	11	77
Employee Stock Option Plan		3	1	3	94
Education/Career Development					
Tuition Reimbursement		20	1	22	57
Workshops, Seminars etc.		50	1	12	37

Table V
Revenue Size \$500,000 - \$1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	43,392	4,909	40,000	0
Chief Engineer	19,824	298	19,900	0
Contract Engineer	9,236	102	7,650	0
Program Director	20,602	279	19,630	0
Operations Director	21,955	991	20,050	0
News Director	17,004	103	16,850	0
Sports Director	13,674	441	14,200	0
Business Manager/Controller	18,684	137	18,000	0
Traffic Manager/Supervisor	13,629	89	13,200	0
Community/Public Affairs Director	14,468	55	12,740	0
Promotion/Marketing Director	18,147	214	18,000	0
Research Director	17,960	0	13,220	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	15,935	14,000	14,168
News Announcer	1	14,222	13,916	13,000
News Reporter	1	12,778	12,800	12,016
Farm Reporter	1	17,068	17,000	14,262
News Editor	1	13,913	14,000	14,333
Sports Reporter	1	12,469	13,000	17,921
Technician	1	16,606	17,880	15,925
Continuity Writer/Copywriter	1	13,256	12,170	11,922
Production Person	1	14,875	14,820	14,597
Music Person	1	13,796	14,300	13,621
Traffic/Computer Operator	1	13,151	12,500	11,510
Sales Support Person	2	14,263	12,800	13,800

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
<u>Annual Compensation (\$)</u>					
Average	23,092	38,065	33,179	28,192	17,656
Median	21,000	36,000	30,000	25,000	17,000

Table V
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	9	3	8	61
Salary & Bonus	1	21	22	12	11
Straight Com.	22	7	8	40	0
Draw Against Com.	33	6	4	0	0
Salary & Com.	21	29	34	20	22
Salary, Bonus & Com.	11	22	22	16	6
Straight Com. w/bonus	9	4	5	4	0
Other	3	1	3	0	0

BENEFITS

Paid Sick Days (average) 7

Accumulate? Yes 21% No 79%

	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	2	2	2	2	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	51	3	43	4
	Dependents	11	41	43	6
Surgical Benefits:	Employee	50	3	43	5
	Dependents	11	40	43	6
Major Medical:	Employee	51	3	43	3
	Dependents	11	40	43	5
H.M.O.:	Employee	18	1	14	68
	Dependents	1	19	11	69
Dental:	Employee	18	6	21	55
	Dependents	2	21	23	55
Vision:	Employee	7	4	9	80
	Dependents	1	11	8	81
Disability:	Short Term	22	7	19	52
	Long Term	12	12	16	60
Accidental Death:	Employee	41	6	20	33
	Dependents	11	19	20	51
Group Life:	Employee	54	5	25	15
	Dependents	8	24	24	44
Pension Plan		9	0	1	89
Profit Sharing		11	1	3	85
401-K Plan		1	3	6	90
Employee Stock Option Plan		1	2	0	97
Education/Career Development					
	Tuition Reimbursement	28	0	15	57
	Workshops, Seminars etc.	53	3	9	36

Table VI
Revenue Size \$250,000 - \$500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,463	2,337	30,000	0
Chief Engineer	15,852	429	15,600	0
Contract Engineer	6,371	9	5,000	0
Program Director	16,378	347	15,600	0
Operations Director	16,900	201	16,650	0
News Director	14,092	228	14,000	0
Sports Director	11,046	89	12,000	0
Business Manager/Controller	15,536	371	15,000	0
Traffic Manager/Supervisor	11,901	87	12,000	0
Community/Public Affairs Director	11,041	77	11,350	0
Promotion/Marketing Director	17,484	579	17,750	0
Research Director	10,750	0	10,750	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	14,514	12,000	11,281
News Announcer	1	13,533	12,000	12,172
News Reporter	1	13,841	13,000	11,116
Farm Reporter	1	16,385	14,800	10,500
News Editor	1	14,860	15,600	13,000
Sports Reporter	1	10,616	10,540	9,371
Technician	1	12,256	13,000	13,191
Continuity Writer/Copywriter	1	11,643	11,000	10,359
Production Person	1	10,612	10,450	10,311
Music Person	1	13,445	13,100	12,371
Traffic/Computer Operator	1	12,015	12,000	10,537
Sales Support Person	2	13,581	12,000	12,416

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	17,993	28,938	23,278	24,000	16,451
Median	17,000	28,000	21,600	24,000	17,000

**Table VI
(continued)**

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	16	7	35	69
Salary & Bonus	2	21	8	6	6
Straight Com.	20	9	11	29	0
Draw Against Com.	26	4	6	0	0
Salary & Com.	34	33	38	24	25
Salary, Bonus & Com.	8	14	23	6	0
Straight Com. w/bonus	7	2	6	0	0
Other	2	1	1	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 17% No 83%

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	1	2	2	2	3	3	3	Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	41	4	41	14
	Dependents	10	34	36	20
Surgical Benefits:	Employee	39	5	41	15
	Dependents	9	34	36	20
Major Medical:	Employee	40	5	41	14
	Dependents	10	34	37	20
H.M.O.:	Employee	10	3	15	72
	Dependents	3	10	12	74
Dental:	Employee	10	5	12	74
	Dependents	3	11	12	75
Vision:	Employee	5	2	7	87
	Dependents	1	4	7	87
Disability:	Short Term	16	4	17	63
	Long Term	11	6	13	70
Accidental Death:	Employee	31	3	28	39
	Dependents	6	21	21	52
Group Life:	Employee	40	6	29	26
	Dependents	6	23	22	49
Pension Plan		5	2	2	90
Profit Sharing		8	2	2	88
401-K Plan		0	3	2	96
Employee Stock Option Plan		0	2	1	97
Education/Career Development					
Tuition Reimbursement		19	1	9	70
Workshops, Seminars etc.		45	2	9	44

Table VII
Revenue Size Under \$250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	22,911	1,158	21,600	0
Chief Engineer	11,984	336	8,350	0
Contract Engineer	3,985	6	3,000	0
Program Director	13,326	219	12,500	0
Operations Director	12,746	51	12,500	0
News Director	11,723	81	10,900	0
Sports Director	8,683	18	9,000	0
Business Manager/Controller	13,262	289	12,000	0
Traffic Manager/Supervisor	9,877	92	9,600	0
Community/Public Affairs Director	8,340	0	8,320	0
Promotion/Marketing Director	14,033	38	11,720	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	3	12,085	10,800	10,322
News Announcer	1	14,477	10,900	10,415
News Reporter	1	10,729	12,750	10,070
Farm Reporter	1	13,400	9,600	15,300
News Editor	1	12,857	14,400	9,333
Sports Reporter	1	6,444	4,500	12,200
Technician	2	12,296	10,500	11,755
Continuity Writer/Copywriter	2	9,694	10,200	10,978
Production Person	2	14,643	10,450	12,816
Music Person	1	12,024	10,560	13,647
Traffic/Computer Operator	1	10,009	10,130	8,766
Sales Support Person	2	12,227	10,000	10,853

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation (\$)					
Average	13,974	20,498	19,016	60,000	12,170
Median	12,000	18,000	16,000	60,000	10,500

Table VI I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	6	21	10	25	64
Salary & Bonus	2	17	12	6	0
Straight Com.	21	7	13	31	18
Draw Against Com.	24	5	12	6	0
Salary & Com.	32	34	42	25	0
Salary, Bonus & Com.	8	9	7	0	9
Straight Com. w/bonus	4	4	3	6	0
Other	3	2	2	0	9

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **17%** No **83%**

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	1	2	2	2	2	2	2	Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	27	5	28	40
	Dependents	11	23	22	44
Surgical Benefits:	Employee	27	4	27	42
	Dependents	11	22	22	45
Major Medical:	Employee	28	4	27	42
	Dependents	11	21	23	45
H.M.O.:	Employee	7	2	9	82
	Dependents	3	7	7	83
Dental:	Employee	5	5	7	83
	Dependents	2	8	6	84
Vision:	Employee	3	2	5	89
	Dependents	1	6	4	90
Disability:	Short Term	12	2	10	75
	Long Term	8	5	8	79
Accidental Death:	Employee	19	3	13	66
	Dependents	8	9	10	72
Group Life:	Employee	24	6	17	53
	Dependents	7	16	12	65
Pension Plan		3	1	1	95
Profit Sharing		4	0	2	93
401-K Plan		1	0	2	97
Employee Stock Option Plan		0	0	1	98
Education/Career Development					
Tuition Reimbursement		11	1	7	81
Workshops, Seminars etc.		30	3	8	60

Table VIII
Population Size Over 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	107,837	23,005	110,000	14,000
Chief Engineer	44,814	1,134	43,470	0
Contract Engineer	23,900	77	26,000	0
Program Director	66,641	6,759	60,713	797
Operations Director	65,900	3,958	59,000	0
News Director	44,564	519	43,300	0
Sports Director	45,119	29	42,595	0
Business Manager/Controller	39,791	1,169	37,944	0
Traffic Manager/Supervisor	26,251	256	25,000	0
Community/Public Affairs Director	28,536	141	28,918	0
Promotion/Marketing Director	33,983	779	32,067	0
Research Director	26,838	233	28,520	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	51,467	40,599	45,305
News Announcer	3	38,825	33,000	35,925
News Reporter	4	29,726	26,667	23,882
Farm Reporter	2	48,000	48,000	42,500
News Editor	3	34,986	36,000	29,227
Sports Reporter	2	45,379	34,045	29,125
Technician	3	31,384	27,200	27,673
Continuity Writer/Copywriter	1	21,131	20,000	17,496
Production Person	2	32,073	30,000	27,614
Music Person	1	27,164	26,052	24,972
Traffic/Computer Operator	1	20,990	20,400	19,507
Sales Support Person	2	19,279	18,964	17,187

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation (\$)					
Average	49,996	100,596	78,914	77,560	56,976
Median	50,508	101,123	75,000	75,000	47,500

Table VIII
(continued)

Methods of Compensation (% of response)	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	0	1	2	2	13
Salary & Bonus	1	41	20	30	8
Straight Com.	28	1	5	12	4
Draw Against Com.	40	1	3	7	13
Salary & Com.	11	19	33	19	58
Salary, Bonus & Com.	6	33	36	28	4
Straight Com. w/bonus	12	3	2	2	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) 9 Accumulate? Yes 29% No 71%

	-----Years of Service-----							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average)
(average weeks)	2	2	2	3	3	3	4	8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	1	42	5
	Dependents	11	20	64	5
Surgical Benefits:	Employee	48	1	44	7
	Dependents	9	18	67	7
Major Medical:	Employee	48	1	46	4
	Dependents	10	17	69	4
H.M.O.:	Employee	14	0	33	53
	Dependents	6	8	32	53
Dental:	Employee	26	3	44	27
	Dependents	6	16	52	27
Vision:	Employee	9	0	13	78
	Dependents	5	6	15	75
Disability:	Short Term	38	1	30	31
	Long Term	35	4	45	17
Accidental Death:	Employee	62	3	26	9
	Dependents	10	13	26	51
Group Life:	Employee	68	1	27	3
	Dependents	10	12	28	49
Pension Plan		43	0	8	48
Profit Sharing		16	0	10	74
401-K Plan		7	2	40	51
Employee Stock Option Plan		6	1	6	86
Education/Career Development					
Tuition Reimbursement		39	0	29	32
Workshops, Seminars etc.		67	0	13	20

Table IX
Population Size 1 Million - 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	81,818	11,736	83,000	0
Chief Engineer	34,321	569	34,656	0
Contract Engineer	13,717	4	10,313	0
Program Director	41,463	2,289	37,575	0
Operations Director	50,640	5,151	50,000	0
News Director	29,568	297	27,739	0
Sports Director	37,587	667	28,600	0
Business Manager/Controller	28,949	566	27,500	0
Traffic Manager/Supervisor	19,626	60	20,000	0
Community/Public Affairs Director	24,100	95	23,000	0
Promotion/Marketing Director	25,725	418	25,000	0
Research Director	21,221	44	19,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	32,144	26,771	26,490
News Announcer	2	26,159	24,000	18,921
News Reporter	3	21,265	19,200	17,667
Farm Reporter	2	27,279	26,554	N/R
News Editor	2	19,452	18,500	14,976
Sports Reporter	1	27,783	26,802	22,867
Technician	2	25,247	24,417	20,212
Continuity Writer/Copywriter	3	17,551	17,000	15,272
Production Person	1	24,935	25,000	20,200
Music Person	1	23,825	23,500	18,830
Traffic/Computer Operator	1	16,788	17,000	14,875
Sales Support Person	1	17,443	17,000	15,280

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation (\$)					
Average	36,485	71,542	64,041	59,878	26,209
Median	35,000	70,000	58,000	57,150	25,000

Table IX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	3	3	6	12
Salary & Bonus	1	43	40	34	23
Straight Com.	23	3	7	11	8
Draw Against Com.	46	3	3	2	0
Salary & Com.	16	23	26	26	54
Salary, Bonus & Com.	4	23	19	21	4
Straight Com. w/bonus	8	1	1	0	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **21%** No **79%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	1	44	5
	Dependents	8	23	64	5
Surgical Benefits:	Employee	49	1	43	7
	Dependents	8	22	64	6
Major Medical:	Employee	51	1	47	2
	Dependents	8	23	67	2
H.M.O.:	Employee	15	1	28	56
	Dependents	3	9	33	55
Dental:	Employee	28	5	34	33
	Dependents	3	15	49	33
Vision:	Employee	9	2	13	76
	Dependents	0	3	20	77
Disability:	Short Term	35	4	28	33
	Long Term	31	9	30	31
Accidental Death:	Employee	49	6	23	22
	Dependents	8	16	27	49
Group Life:	Employee	52	2	37	9
	Dependents	6	20	34	41
Pension Plan		28	1	5	66
Profit Sharing		15	2	6	77
401-K Plan		7	8	21	63
Employee Stock Option Plan		4	9	6	81
Education/Career Development					
Tuition Reimbursement		22	1	26	51
Workshops, Seminars etc.		58	0	6	36

Table X
Population Size 500,000 - 1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	66,826	11,468	70,000	0
Chief Engineer	27,528	100	28,250	0
Contract Engineer	11,354	0	10,000	0
Program Director	34,110	1,341	32,000	0
Operations Director	35,949	785	34,800	0
News Director	23,521	101	22,150	0
Sports Director	21,028	225	21,000	0
Business Manager/Controller	24,184	208	23,360	0
Traffic Manager/Supervisor	17,086	81	17,000	0
Community/Public Affairs Director	17,042	100	14,500	0
Promotion/Marketing Director	21,282	83	20,000	0
Research Director	19,207	76	16,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	23,009	21,714	19,012
News Announcer	2	21,505	20,000	19,035
News Reporter	2	16,609	16,064	14,350
Farm Reporter	1	33,030	33,030	N/R
News Editor	1	18,700	15,600	15,500
Sports Reporter	1	17,613	17,000	15,314
Technician	2	22,275	21,000	20,217
Continuity Writer/Copywriter	1	17,422	17,000	15,575
Production Person	1	22,432	20,000	20,044
Music Person	1	20,889	21,000	18,056
Traffic/Computer Operator	1	15,995	15,177	14,156
Sales Support Person	1	16,180	15,000	14,877

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation (\$)					
Average	33,990	58,277	47,916	50,923	22,792
Median	30,000	60,000	45,500	45,000	19,000

Table X
(continued)

	Sales Personnel				
	Account- Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	3	0	14	50
Salary & Bonus	1	30	25	25	7
Straight Com.	30	3	5	14	7
Draw Against Com.	37	3	6	4	0
Salary & Com.	15	30	34	18	29
Salary, Bonus & Com.	8	26	27	18	7
Straight Com. w/bonus	5	4	3	7	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **24%** No **76%**

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 7
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	1	39	10
	Dependents	8	37	40	14
Surgical Benefits:	Employee	49	1	39	11
	Dependents	8	38	40	14
Major Medical:	Employee	49	1	44	6
	Dependents	8	38	45	9
H.M.O.:	Employee	14	0	20	65
	Dependents	3	14	17	66
Dental:	Employee	25	12	26	37
	Dependents	2	31	30	38
Vision:	Employee	9	2	11	78
	Dependents	1	8	11	80
Disability:	Short Term	27	7	24	42
	Long Term	18	14	23	44
Accidental Death:	Employee	46	3	26	25
	Dependents	8	22	22	49
Group Life:	Employee	55	1	26	18
	Dependents	8	20	20	52
Pension Plan		19	0	1	80
Profit Sharing		11	0	3	85
401-K Plan		7	3	16	74
Employee Stock Option Plan		3	2	4	92
Education/Career Development					
Tuition Reimbursement		30	1	17	52
Workshops, Seminars etc.		57	1	5	37

Table XI
Population Size 250,000 - 500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	51,761	6,108	50,000	0
Chief Engineer	22,793	363	24,050	0
Contract Engineer	10,173	14	9,600	0
Program Director	26,143	874	24,800	0
Operations Director	22,802	393	20,400	0
News Director	19,137	234	18,000	0
Sports Director	14,319	515	14,100	0
Business Manager/Controller	20,955	231	19,760	0
Traffic Manager/Supervisor	14,665	208	15,000	0
Community/Public Affairs Director	12,228	28	13,850	0
Promotion/Marketing Director	19,808	411	18,500	0
Research Director	7,333	0	5,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	18,046	16,300	16,161
News Announcer	2	16,570	15,600	13,655
News Reporter	3	16,111	14,850	12,930
Farm Reporter	1	20,494	21,460	20,000
News Editor	1	18,591	16,500	15,333
Sports Reporter	1	15,808	15,600	21,753
Technician	1	17,441	15,800	14,819
Continuity Writer/Copywriter	1	16,047	15,000	12,973
Production Person	1	17,330	16,500	16,195
Music Person	1	19,297	19,000	15,497
Traffic/Computer Operator	1	14,490	14,000	11,803
Sales Support Person	1	14,158	13,750	12,666

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	25,771	45,737	38,433	34,802	29,694
Median	24,000	45,000	35,000	32,500	18,000

Table XI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	10	5	19	43
Salary & Bonus	1	24	13	10	0
Straight Com.	22	5	2	10	7
Draw Against Com.	37	2	5	5	0
Salary & Com.	19	34	38	38	43
Salary, Bonus & Com.	6	16	27	19	7
Straight Com. w/bonus	9	7	9	0	0
Other	4	1	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **20%** No **80%**

	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	2	2	2	2	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	4	35	8
	Dependents	13	39	37	10
Surgical Benefits:	Employee	50	4	37	9
	Dependents	13	39	38	10
Major Medical:	Employee	51	4	37	8
	Dependents	14	38	38	10
H.M.O.:	Employee	19	3	12	66
	Dependents	3	20	10	67
Dental:	Employee	28	7	14	51
	Dependents	5	25	19	51
Vision:	Employee	12	4	3	81
	Dependents	2	12	5	81
Disability:	Short Term	27	5	12	56
	Long Term	16	10	17	57
Accidental Death:	Employee	42	5	23	30
	Dependents	9	21	25	46
Group Life:	Employee	47	5	27	21
	Dependents	7	23	21	49
Pension Plan		13	1	2	84
Profit Sharing		10	0	2	88
401-K Plan		0	5	11	84
Employee Stock Option Plan		2	1	4	94
Education/Career Development					
Tuition Reimbursement		21	1	17	62
Workshops, Seminars etc.		49	1	12	37

Table XII
Population Size 100,000 - 250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,905	4,671	37,700	0
Chief Engineer	19,129	329	20,000	0
Contract Engineer	7,644	152	6,000	0
Program Director	20,767	334	20,000	0
Operations Director	21,116	137	20,426	0
News Director	17,147	83	16,700	0
Sports Director	15,034	89	15,600	0
Business Manager/Controller	18,550	235	18,000	0
Traffic Manager/Supervisor	13,779	71	13,520	0
Community/Public Affairs Director	12,782	141	13,365	0
Promotion/Marketing Director	15,403	74	15,000	0
Research Director	14,464	50	14,400	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	15,592	14,400	12,259
News Announcer	2	13,991	13,000	12,700
News Reporter	2	13,267	13,704	12,471
Farm Reporter	1	17,623	19,000	14,800
News Editor	1	13,817	13,000	12,167
Sports Reporter	1	12,931	14,500	10,627
Technician	1	15,907	16,800	13,713
Continuity Writer/Copywriter	1	14,006	13,520	13,016
Production Person	1	15,738	16,850	13,505
Music Person	1	14,480	15,000	12,600
Traffic/Computer Operator	1	13,477	13,200	11,384
Sales Support Person	2	13,582	13,100	12,001

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	22,820	40,840	31,601	33,998	18,784
Median	21,000	36,000	30,900	36,500	20,000

Table XII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	14	7	21	71
Salary & Bonus	1	26	24	16	7
Straight Com.	21	3	2	16	0
Draw Against Com.	29	5	8	5	0
Salary & Com.	28	28	37	5	21
Salary, Bonus & Com.	9	19	15	32	0
Straight Com. w/bonus	9	3	5	5	0
Other	2	1	2	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 19% No 81%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	4	40	11
	Dependents	11	38	40	11
Surgical Benefits:	Employee	44	3	41	12
	Dependents	11	36	41	12
Major Medical:	Employee	45	3	40	12
	Dependents	12	37	40	12
H.M.O.:	Employee	12	2	14	72
	Dependents	3	12	13	72
Dental:	Employee	16	5	17	62
	Dependents	3	18	19	60
Vision:	Employee	6	2	10	82
	Dependents	1	9	9	81
Disability:	Short Term	17	3	16	64
	Long Term	10	7	18	65
Accidental Death:	Employee	40	3	19	38
	Dependents	7	18	18	56
Group Life:	Employee	47	5	26	22
	Dependents	8	24	19	49
Pension Plan		8	2	4	86
Profit Sharing		8	1	2	88
401-K Plan		2	6	6	86
Employee Stock Option Plan		2	1	1	95
Education/Career Development					
Tuition Reimbursement		18	1	15	65
Workshops, Seminars etc.		44	4	9	43

Table XIII
Population Size 50,000 - 100,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	34,007	3,783	32,000	0
Chief Engineer	16,492	152	17,750	0
Contract Engineer	7,022	3	5,600	0
Program Director	17,708	142	17,555	0
Operations Director	18,284	147	18,000	0
News Director	16,157	107	16,000	0
Sports Director	14,483	161	14,750	0
Business Manager/Controller	17,120	213	17,000	0
Traffic Manager/Supervisor	12,437	94	12,000	0
Community/Public Affairs Director	14,389	75	13,000	0
Promotion/Marketing Director	17,578	183	18,100	0
Research Director	21,220	0	21,220	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	15,378	13,200	13,010
News Announcer	1	14,871	14,000	14,499
News Reporter	2	14,580	12,999	12,005
Farm Reporter	1	16,923	17,000	13,841
News Editor	1	15,033	15,000	13,580
Sports Reporter	1	12,804	13,709	13,842
Technician	1	14,564	14,200	13,951
Continuity Writer/Copywriter	1	12,372	11,967	10,898
Production Person	1	12,914	12,000	11,179
Music Person	1	14,796	14,700	14,121
Traffic/Computer Operator	1	12,790	12,480	11,033
Sales Support Person	2	13,688	10,860	12,227

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation (\$)					
Average	21,008	32,928	28,919	25,128	15,860
Median	18,500	30,000	27,150	26,200	16,000

Table XIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	14	4	17	50
Salary & Bonus	2	20	22	0	33
Straight Com.	21	9	13	42	0
Draw Against Com.	27	6	2	0	0
Salary & Com.	26	26	24	25	0
Salary, Bonus & Com.	10	19	22	17	0
Straight Com. w/bonus	7	4	9	0	0
Other	5	2	2	0	17

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	48	3	40	9
	Dependents	11	34	39	16
Surgical Benefits:	Employee	47	4	39	11
	Dependents	11	34	38	17
Major Medical:	Employee	47	4	39	10
	Dependents	11	35	38	16
H.M.O.:	Employee	15	1	8	75
	Dependents	3	10	9	78
Dental:	Employee	14	7	15	64
	Dependents	2	15	16	66
Vision:	Employee	8	4	4	84
	Dependents	3	9	3	85
Disability:	Short Term	26	3	13	58
	Long Term	20	7	9	64
Accidental Death:	Employee	42	2	19	36
	Dependents	10	16	16	57
Group Life:	Employee	51	6	21	22
	Dependents	9	23	19	49
Pension Plan		6	1	1	92
Profit Sharing		12	2	3	83
401-K Plan		1	5	4	90
Employee Stock Option Plan		0	2	0	98
Education/Career Development					
Tuition Reimbursement		20	1	9	69
Workshops, Seminars etc.		47	4	9	40

Table XIV
Population Size 25,000 - 50,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	29,893	3,639	29,124	0
Chief Engineer	17,396	621	18,000	0
Contract Engineer	4,949	3	3,500	0
Program Director	14,142	282	14,400	0
Operations Director	18,261	134	17,810	0
News Director	13,801	232	14,000	0
Sports Director	12,363	232	12,850	0
Business Manager/Controller	14,220	639	13,458	0
Traffic Manager/Supervisor	11,559	120	12,000	0
Community/Public Affairs Director	12,732	8	12,740	0
Promotion/Marketing Director	16,487	1,033	14,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	13,980	12,000	11,193
News Announcer	1	12,781	12,000	11,362
News Reporter	1	13,625	14,000	11,469
Farm Reporter	1	15,992	15,600	14,933
News Editor	1	12,217	10,900	10,920
Sports Reporter	1	10,872	11,720	10,467
Technician	1	13,849	13,500	14,034
Continuity Writer/Copywriter	1	11,600	11,000	10,874
Production Person	2	13,474	12,000	12,437
Music Person	1	13,127	13,500	12,925
Traffic/Computer Operator	1	11,386	11,440	9,905
Sales Support Person	2	12,200	11,720	9,603

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	19,135	27,916	22,056	70,000	14,974
Median	17,354	27,000	20,000	70,000	14,263

Table XIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	14	6	17	60
Salary & Bonus	2	22	10	0	10
Straight Com.	24	9	10	67	0
Draw Against Com.	22	4	8	0	0
Salary & Com.	29	30	37	0	30
Salary, Bonus & Com.	12	16	25	17	0
Straight Com. w/bonus	9	4	0	0	0
Other	2	1	4	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **18%** No **82%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	6	43	20
	Dependents	10	28	36	26
Surgical Benefits:	Employee	30	6	43	21
	Dependents	10	28	37	26
Major Medical:	Employee	31	6	43	21
	Dependents	9	28	37	25
H.M.O.:	Employee	7	3	15	75
	Dependents	1	8	11	79
Dental:	Employee	6	5	16	73
	Dependents	2	9	13	76
Vision:	Employee	3	3	9	85
	Dependents	1	7	6	86
Disability:	Short Term	11	5	21	63
	Long Term	9	7	13	71
Accidental Death:	Employee	23	7	25	46
	Dependents	6	13	20	60
Group Life:	Employee	36	7	27	29
	Dependents	5	20	20	55
Pension Plan		3	1	1	95
Profit Sharing		9	1	3	88
401-K Plan		2	1	2	95
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reimbursement		20	1	9	70
Workshops, Seminars etc.		42	2	9	47

Table XV
Population Size Under 25,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,087	1,599	24,000	0
Chief Engineer	11,992	151	12,000	0
Contract Engineer	4,671	9	3,600	0
Program Director	13,981	192	13,200	0
Operations Director	14,400	113	14,000	0
News Director	13,084	211	12,000	0
Sports Director	11,319	19	10,650	0
Business Manager/Controller	14,374	246	12,675	0
Traffic Manager/Supervisor	10,261	29	10,200	0
Community/Public Affairs Director	9,014	0	10,800	0
Promotion/Marketing Director	17,212	60	16,400	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	3	11,456	11,000	10,392
News Announcer	1	11,957	11,720	10,021
News Reporter	1	13,226	12,250	10,355
Farm Reporter	1	15,829	15,000	9,500
News Editor	1	15,000	15,000	N/R
Sports Reporter	1	10,579	9,740	7,800
Technician	1	12,427	12,980	11,267
Continuity Writer/Copywriter	2	11,522	10,950	9,800
Production Person	2	10,531	9,125	9,360
Music Person	1	11,323	10,920	11,150
Traffic/Computer Operator	1	10,868	10,800	9,588
Sales Support Person	2	11,486	11,000	10,363

----- Sales Personnel -----					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
<u>Annual Compensation (\$)</u>					
Average	15,520	23,694	19,481	N/R	15,000
Median	14,533	22,159	18,500	N/R	17,000

Table XV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	7	15	8	27	67
Salary & Bonus	2	18	14	0	0
Straight Com.	27	13	16	27	0
Draw Against Com.	23	4	5	9	0
Salary & Com.	28	32	51	27	11
Salary, Bonus & Com.	6	13	0	0	22
Straight Com. w/bonus	4	4	5	9	0
Other	1	2	0	0	0

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **14%** No **86%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	2	2	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	32	2	31	35
	Dependents	8	28	26	37
Surgical Benefits:	Employee	32	2	30	37
	Dependents	8	28	26	38
Major Medical:	Employee	32	2	32	35
	Dependents	9	28	27	36
H.M.O.:	Employee	7	0	8	86
	Dependents	3	7	6	84
Dental:	Employee	4	2	8	86
	Dependents	1	7	7	86
Vision:	Employee	2	1	6	91
	Dependents	0	2	6	92
Disability:	Short Term	16	2	11	71
	Long Term	11	6	11	72
Accidental Death:	Employee	20	1	19	60
	Dependents	5	16	11	68
Group Life:	Employee	30	2	21	46
	Dependents	6	15	15	64
Pension Plan		4	0	1	94
Profit Sharing		9	1	1	89
401-K Plan		1	1	2	97
Employee Stock Option Plan		1	0	0	99
Education/Career Development					
Tuition Reimbursement		19	1	13	68
Workshops, Seminars etc.		42	1	8	49

Table XVI

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	40,305	4,202	30,000	0
Chief Engineer	24,564	307	20,450	0
Contract Engineer	7,030	15	5,000	0
Program Director	21,099	531	16,000	0
Operations Director	24,779	771	18,100	0
News Director	20,671	130	15,600	0
Sports Director	19,401	458	14,950	0
Business Manager/Controller	22,335	239	18,000	0
Traffic Manager/Supervisor	14,309	27	12,480	0
Community/Public Affairs Director	18,759	58	16,421	0
Promotion/Marketing Director	26,383	490	23,500	0
Research Director	34,639	117	35,418	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	20,487	12,500	14,804
News Announcer	3	22,008	14,150	17,051
News Reporter	4	21,744	15,000	17,418
Farm Reporter	1	26,202	27,054	19,000
News Editor	2	24,814	20,598	21,740
Sports Reporter	1	29,673	16,000	19,406
Technician	3	25,318	20,000	25,230
Continuity Writer/Copywriter	1	14,564	12,960	12,116
Production Person	2	20,488	14,400	15,064
Music Person	1	17,274	15,600	11,750
Traffic/Computer Operator	1	15,137	14,628	13,137
Sales Support Person	2	14,599	14,040	13,082

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation (\$)					
Average	22,042	39,306	40,308	59,645	29,644
Median	18,000	28,000	30,000	60,000	17,500

Table XVI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	17	11	19	60
Salary & Bonus	2	24	15	27	7
Straight Com.	18	6	3	8	7
Draw Against Com.	35	6	8	4	7
Salary & Com.	30	31	37	27	20
Salary, Bonus & Com.	6	12	23	15	0
Straight Com. w/bonus	4	2	2	0	0
Other	2	2	2	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	1	2	2	2	3	3	3	Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	34	3	42	20
	Dependents	11	29	40	20
Surgical Benefits:	Employee	33	4	42	21
	Dependents	10	29	40	21
Major Medical:	Employee	36	3	41	21
	Dependents	11	30	39	20
H.M.O.:	Employee	13	3	20	65
	Dependents	4	13	18	65
Dental:	Employee	15	5	17	64
	Dependents	5	15	17	64
Vision:	Employee	6	2	12	80
	Dependents	2	8	11	79
Disability:	Short Term	22	2	19	57
	Long Term	14	6	20	61
Accidental Death:	Employee	30	4	24	42
	Dependents	7	16	19	58
Group Life:	Employee	36	4	29	31
	Dependents	6	18	24	52
Pension Plan		12	1	5	82
Profit Sharing		6	0	8	86
401-K Plan		1	1	10	88
Employee Stock Option Plan		1	1	4	94
Education/Career Development					
Tuition Reimbursement		21	0	11	68
Workshops, Seminars etc.		44	1	10	45

Table XVII
Population Size Over 1 Million

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	75,768	12,423	60,000	1,000
Chief Engineer	42,455	604	40,170	0
Contract Engineer	12,110	0	7,800	0
Program Director	39,129	2,130	32,500	0
Operations Director	48,070	3,277	36,150	0
News Director	44,553	202	40,650	0
Sports Director	33,243	1,286	32,000	0
Business Manager/Controller	33,655	490	26,400	0
Traffic Manager/Supervisor	21,799	11	18,600	0
Community/Public Affairs Director	29,121	0	34,000	0
Promotion/Marketing Director	32,844	818	36,000	0
Research Director	34,639	117	35,418	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	48,040	25,000	26,808
News Announcer	4	38,711	31,500	25,282
News Reporter	6	34,411	31,120	27,248
Farm Reporter	1	38,372	34,008	40,000
News Editor	3	35,327	36,000	30,612
Sports Reporter	2	55,971	41,860	27,476
Technician	5	33,860	35,700	32,576
Continuity Writer/Copywriter	2	18,782	17,000	15,625
Production Person	3	28,227	25,220	19,743
Music Person	1	19,041	17,400	15,000
Traffic/Computer Operator	1	19,857	19,700	18,366
Sales Support Person	2	18,829	18,399	16,560

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation (\$)					
Average	35,813	75,948	72,396	67,305	49,677
Median	39,651	79,000	73,000	64,675	40,000

**Table XVII
(continued)**

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	6	7	17
Salary & Bonus	0	36	24	43	17
Straight Com.	12	0	0	0	17
Draw Against Com.	39	9	6	7	17
Salary & Com.	27	21	24	21	33
Salary, Bonus & Com.	10	24	41	21	0
Straight Com. w/bonus	10	3	0	0	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) 8 **Accumulate? Yes 25% No 75%**

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation								Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	34	2	60	4
	Dependents	9	20	67	4
Surgical Benefits:	Employee	33	2	57	9
	Dependents	11	16	66	7
Major Medical:	Employee	38	2	56	4
	Dependents	12	19	65	5
H.M.O.:	Employee	21	3	44	32
	Dependents	6	16	48	29
Dental:	Employee	28	7	39	26
	Dependents	14	20	41	25
Vision:	Employee	10	3	25	63
	Dependents	5	8	28	59
Disability:	Short Term	34	0	34	32
	Long Term	29	3	40	29
Accidental Death:	Employee	40	7	26	28
	Dependents	8	11	26	55
Group Life:	Employee	40	2	44	13
	Dependents	5	8	41	46
Pension Plan		23	0	16	60
Profit Sharing		0	0	17	83
401-K Plan		2	2	33	63
Employee Stock Option Plan		5	3	10	83
Education/Career Development					
Tuition Reimbursement		33	0	21	45
Workshops, Seminars etc.		55	0	10	36

Table XVIII
Population Size 250,000 - 1,000,000

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	41,637	2,388	36,000	0
Chief Engineer	24,553	133	25,500	0
Contract Engineer	11,818	50	9,700	0
Program Director	21,745	283	19,200	0
Operations Director	21,042	0	16,000	0
News Director	19,124	179	16,799	0
Sports Director	12,892	0	15,600	0
Business Manager/Controller	21,676	178	16,800	0
Traffic Manager/Supervisor	13,901	25	13,250	0
Community/Public Affairs Director	16,695	150	12,000	0
Promotion/Marketing Director	19,085	0	20,943	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	17,316	13,667	12,566
News Announcer	3	18,361	15,800	13,660
News Reporter	5	12,783	14,495	12,000
Farm Reporter	1	36,000	36,000	N/R
News Editor	1	20,300	20,300	N/R
Sports Reporter	1	16,600	16,000	13,800
Technician	2	15,974	16,983	15,238
Continuity Writer/Copywriter	1	15,455	14,300	12,300
Production Person	1	18,580	13,950	13,543
Music Person	1	18,100	20,000	N/R
Traffic/Computer Operator	1	14,683	15,250	10,643
Sales Support Person	1	14,009	13,875	10,700

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation (\$)					
Average	19,816	36,712	39,396	42,500	16,415
Median	18,000	30,000	36,000	42,500	17,000

Table XVII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	4	18	8	0	67
Salary & Bonus	2	13	25	20	0
Straight Com.	24	8	0	20	0
Draw Against Com.	42	3	8	0	0
Salary & Com.	22	37	42	60	33
Salary, Bonus & Com.	2	16	17	0	0
Straight Com. w/bonus	4	5	0	0	0
Other	0	0	0	0	0

BENEFITSPaid Sick Days (average) **7**Accumulate? Yes **21%** No **79%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	2	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	4	27	19
	Dependents	15	28	37	20
Surgical Benefits:	Employee	50	4	28	17
	Dependents	14	30	39	18
Major Medical:	Employee	51	4	30	15
	Dependents	16	29	40	16
H.M.O.:	Employee	18	5	13	63
	Dependents	9	6	17	69
Dental:	Employee	26	12	9	53
	Dependents	5	22	15	59
Vision:	Employee	13	3	8	76
	Dependents	3	8	11	78
Disability:	Short Term	24	7	12	56
	Long Term	11	11	16	63
Accidental Death:	Employee	28	5	25	43
	Dependents	8	23	18	53
Group Life:	Employee	32	5	27	37
	Dependents	8	13	21	58
Pension Plan		19	0	3	78
Profit Sharing		8	0	8	83
401-K Plan		0	3	11	86
Employee Stock Option Plan		0	0	8	92
Education/Career Development					
Tuition Reimbursement		21	0	8	71
Workshops, Seminars etc.		35	3	8	54

Table XIX
Population Size 50,000 - 250,000

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,673	2,182	30,000	0
Chief Engineer	13,025	241	14,500	0
Contract Engineer	5,023	7	5,000	0
Program Director	17,256	106	16,000	0
Operations Director	16,232	0	18,000	0
News Director	15,977	49	15,860	0
Sports Director	12,181	0	12,500	0
Business Manager/Controller	15,537	178	16,848	0
Traffic Manager/Supervisor	11,765	49	12,000	0
Community/Public Affairs Director	12,866	56	12,500	0
Promotion/Marketing Director	12,959	43	15,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	16,380	14,000	13,798
News Announcer	2	14,043	12,000	15,755
News Reporter	2	15,862	14,500	12,117
Farm Reporter	1	16,667	17,000	14,500
News Editor	1	10,000	10,000	9,000
Sports Reporter	1	11,702	12,000	18,300
Technician	1	14,008	16,250	15,950
Continuity Writer/Copywriter	1	12,322	12,085	12,643
Production Person	2	11,972	11,750	9,507
Music Person	1	12,500	12,500	11,000
Traffic/Computer Operator	1	13,706	12,480	11,338
Sales Support Person	2	9,586	10,400	11,000

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	20,456	32,816	29,500	27,000	15,818
Median	18,000	27,500	24,500	27,000	14,350

**Table XIX
(continued)**

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	20	19	40	100
Salary & Bonus	0	23	0	0	0
Straight Com.	21	6	13	20	0
Draw Against Com.	30	6	13	0	0
Salary & Com.	29	31	19	20	0
Salary, Bonus & Com.	7	9	31	20	0
Straight Com. w/bonus	2	0	6	0	0
Other	5	6	0	0	0

BENEFITS

Paid Sick Days (average) 6

Accumulate? Yes 21% No 79%

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation (average weeks)	1	2	2	2	2	3	3	Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	7	47	10
	Dependents	12	41	36	10
Surgical Benefits:	Employee	33	7	49	11
	Dependents	11	42	36	11
Major Medical:	Employee	35	5	46	14
	Dependents	11	41	34	14
H.M.O.:	Employee	12	5	20	63
	Dependents	3	18	15	64
Dental:	Employee	9	2	13	76
	Dependents	0	16	9	75
Vision:	Employee	5	2	7	86
	Dependents	2	10	2	86
Disability:	Short Term	28	0	13	60
	Long Term	14	5	14	67
Accidental Death:	Employee	45	0	21	34
	Dependents	13	22	13	51
Group Life:	Employee	44	6	26	24
	Dependents	9	26	21	45
Pension Plan		7	2	2	88
Profit Sharing		10	0	5	86
401-K Plan		0	0	3	98
Employee Stock Option Plan		0	0	3	98
Education/Career Development					
Tuition Reimbursement		20	0	7	73
Workshops, Seminars etc.		49	0	13	38

Table XX
Population Size Under 50,000

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	23,208	1,820	23,700	0
Chief Engineer	13,920	173	16,500	0
Contract Engineer	3,268	9	2,670	0
Program Director	12,130	70	12,500	0
Operations Director	16,220	68	18,200	0
News Director	12,642	130	12,000	0
Sports Director	10,951	33	10,400	0
Business Manager/Controller	15,021	26	13,500	0
Traffic Manager/Supervisor	9,874	23	9,900	0
Community/Public Affairs Director	10,755	0	11,360	0
Promotion/Marketing Director	27,000	0	27,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	3	11,147	10,500	10,243
News Announcer	1	11,371	10,000	9,566
News Reporter	1	14,113	13,000	10,200
Farm Reporter	1	8,500	8,500	7,000
News Editor	1	13,167	11,000	11,200
Sports Reporter	1	8,962	9,800	10,800
Technician	2	22,915	19,345	10,300
Continuity Writer/Copywriter	1	10,813	10,400	8,704
Production Person	2	11,157	12,000	8,600
Music Person	1	N/R	N/R	10,000
Traffic/Computer Operator	1	10,528	10,400	9,037
Sales Support Person	2	10,180	10,000	9,730

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation (\$)					
Average	15,980	20,026	21,431	N/R	20,250
Median	14,000	21,700	21,000	N/R	20,250

Table XX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	20	12	100	100
Salary & Bonus	6	24	12	0	0
Straight Com.	13	10	0	0	0
Draw Against Com.	30	8	6	0	0
Salary & Com.	40	33	65	0	0
Salary, Bonus & Com.	6	4	0	0	0
Straight Com. w/bonus	1	0	0	0	0
Other	1	2	6	0	0

BENEFITS

Paid Sick Days (average) 7

Accumulate? Yes 18% No 82%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	2	2	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	24	1	36	39
	Dependents	9	26	26	40
Surgical Benefits:	Employee	23	1	36	40
	Dependents	7	26	26	40
Major Medical:	Employee	25	1	35	39
	Dependents	7	28	26	38
H.M.O.:	Employee	6	0	11	83
	Dependents	2	11	5	82
Dental:	Employee	3	1	9	37
	Dependents	2	5	6	88
Vision:	Employee	1	0	10	88
	Dependents	0	6	5	89
Disability:	Short Term	9	0	20	70
	Long Term	7	5	14	74
Accidental Death:	Employee	15	3	24	58
	Dependents	2	10	18	70
Group Life:	Employee	28	3	24	45
	Dependents	3	20	18	58
Pension Plan		4	0	0	96
Profit Sharing		6	0	3	91
401-K Plan		0	0	0	100
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reimbursement		15	0	8	77
Workshops, Seminars etc.		39	2	8	52

Table XXI

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	59,949	8,338	49,500	0
Chief Engineer	28,438	638	28,425	0
Contract Engineer	8,609	10	6,000	0
Program Director	35,439	2,264	27,494	0
Operations Director	31,517	2,433	23,400	0
News Director	22,144	307	18,500	0
Sports Director	14,332	671	12,000	0
Business Manager/Controller	24,076	617	22,000	0
Traffic Manager/Supervisor	16,387	121	15,600	0
Community/Public Affairs Director	19,776	106	16,600	0
Promotion/Marketing Director	25,013	421	23,700	0
Research Director	23,427	22	25,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	22,995	18,000	20,842
News Announcer	1	21,746	18,225	19,092
News Reporter	2	17,782	15,000	14,649
Farm Reporter	1	13,033	13,650	16,200
News Editor	1	20,161	16,700	17,061
Sports Reporter	1	15,447	15,000	11,100
Technician	1	23,914	20,640	23,943
Continuity Writer/Copywriter	1	16,462	15,720	14,650
Production Person	1	25,870	23,750	22,227
Music Person	1	22,887	23,000	20,254
Traffic/Computer Operator	1	15,331	14,530	14,060
Sales Support Person	2	17,110	16,150	15,816

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	31,334	57,381	57,050	63,612	30,036
Median	27,000	49,000	54,600	56,750	24,000

Table XXI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	8	3	8	20
Salary & Bonus	1	32	21	15	17
Straight Com.	27	6	6	17	9
Draw Against Com.	34	2	7	8	6
Salary & Com.	17	26	29	23	40
Salary, Bonus & Com.	8	22	28	23	6
Straight Com. w/bonus	8	3	5	6	0
Other	3	1	1	0	3

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 23% No 77%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	3	37	15
	Dependents	10	32	39	19
Surgical Benefits:	Employee	43	4	37	16
	Dependents	10	30	40	20
Major Medical:	Employee	44	4	40	13
	Dependents	10	31	42	18
H.M.O.:	Employee	13	0	20	67
	Dependents	3	11	18	69
Dental:	Employee	17	8	23	52
	Dependents	2	18	27	52
Vision:	Employee	6	3	9	82
	Dependents	2	5	10	83
Disability:	Short Term	26	3	17	53
	Long Term	20	7	20	54
Accidental Death:	Employee	42	3	20	34
	Dependents	10	15	18	56
Group Life:	Employee	50	3	24	23
	Dependents	8	19	19	54
Pension Plan		15	1	3	80
Profit Sharing		10	2	4	85
401-K Plan		3	5	11	80
Employee Stock Option Plan		5	5	2	89
Education/Career Development					
Tuition Reimbursement		22	2	20	56
Workshops, Seminars etc.		51	2	10	38

Table XXII
Population Size Over 1 Million

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	98,856	17,679	95,000	5,500
Chief Engineer	37,856	1,413	39,000	0
Contract Engineer	20,080	64	19,126	0
Program Director	60,240	5,437	52,500	0
Operations Director	55,131	7,015	55,000	0
News Director	33,811	460	30,000	0
Sports Director	32,235	0	30,955	0
Business Manager/Controller	32,182	1,209	31,000	0
Traffic Manager/Supervisor	22,925	166	22,000	0
Community/Public Affairs Director	28,885	125	29,418	0
Promotion/Marketing Director	29,340	529	27,000	0
Research Director	25,792	17	28,350	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	37,469	31,071	38,780
News Announcer	1	31,126	27,500	28,591
News Reporter	2	19,385	18,250	16,000
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	24,101	26,603	17,841
Sports Reporter	1	22,139	26,000	N/R
Technician	2	30,688	26,000	26,437
Continuity Writer/Copywriter	1	21,642	20,000	17,591
Production Person	1	29,684	28,323	24,037
Music Person	1	26,823	25,084	22,583
Traffic/Computer Operator	1	18,866	18,500	17,023
Sales Support Person	2	18,659	18,000	16,523

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation (\$)					
Average	45,914	90,436	72,559	71,997	36,393
Median	40,000	85,000	72,494	68,665	30,000

Table XXII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	0	10
Salary & Bonus	1	41	24	19	19
Straight Com.	29	4	6	16	10
Draw Against Com.	47	1	4	10	10
Salary & Com.	8	25	35	29	48
Salary, Bonus & Com.	2	25	27	23	5
Straight Com. w/bonus	13	3	2	3	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **26%** No **74%**

	Years of Service							
	1	2	3	5	10	15	20+	
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	57	1	36	7
	Dependents	11	21	61	7
Surgical Benefits:	Employee	57	1	34	8
	Dependents	11	21	60	8
Major Medical:	Employee	54	1	42	2
	Dependents	11	20	66	2
H.M.O.:	Employee	13	0	34	54
	Dependents	6	5	35	53
Dental:	Employee	26	4	40	29
	Dependents	2	16	52	30
Vision:	Employee	9	1	16	74
	Dependents	1	4	21	74
Disability:	Short Term	38	4	29	29
	Long Term	31	7	39	23
Accidental Death:	Employee	55	3	27	15
	Dependents	11	13	28	49
Group Life:	Employee	60	1	35	4
	Dependents	6	16	31	47
Pension Plan		36	1	6	57
Profit Sharing		16	3	9	72
401-K Plan		5	7	27	61
Employee Stock Option Plan		8	8	3	82
Education/Career Development					
Tuition Reimbursement		29	1	29	42
Workshops, Seminars etc.		62	0	9	30

Table XXIII
Population Size 250,000 - 1,000,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	64,976	7,910	61,500	0
Chief Engineer	25,806	51	26,000	0
Contract Engineer	9,717	0	9,600	0
Program Director	32,980	1,334	31,000	0
Operations Director	26,423	1,075	24,200	0
News Director	21,041	200	20,400	0
Sports Director	10,828	1,484	11,200	0
Business Manager/Controller	22,262	199	20,800	0
Traffic Manager/Supervisor	16,025	120	15,500	0
Community/Public Affairs Director	11,547	56	13,200	0
Promotion/Marketing Director	22,056	323	20,050	0
Research Director	20,060	0	19,750	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	5	21,192	20,000	16,670
News Announcer	1	19,981	19,200	17,320
News Reporter	1	22,625	20,550	14,693
Farm Reporter	1	9,667	6,500	15,000
News Editor	1	15,500	15,500	15,500
Sports Reporter	1	17,163	15,000	14,000
Technician	1	24,261	24,000	28,571
Continuity Writer/Copywriter	1	16,882	15,600	15,199
Production Person	1	22,360	19,000	21,207
Music Person	1	20,718	21,000	19,800
Traffic/Computer Operator	1	15,648	14,560	14,280
Sales Support Person	1	15,206	14,150	15,429

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	30,680	56,492	49,765	49,865	23,946
Median	30,000	51,000	50,000	45,000	21,782

Table XXIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	4	0	21	29
Salary & Bonus	0	32	19	14	0
Straight Com.	27	4	6	7	14
Draw Against Com.	37	4	13	0	0
Salary & Com.	13	26	23	14	43
Salary, Bonus & Com.	8	26	32	36	14
Straight Com. w/bonus	6	5	6	7	0
Other	5	0	0	0	0

BENEFITS

Paid Sick Days (average) 7

Accumulate? Yes 26% No 74%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	3	42	6
	Dependents	9	53	28	10
Surgical Benefits:	Employee	45	3	45	7
	Dependents	9	51	29	10
Major Medical:	Employee	47	3	48	3
	Dependents	9	51	31	8
H.M.O.:	Employee	20	0	17	63
	Dependents	3	23	9	65
Dental:	Employee	21	13	19	47
	Dependents	2	33	19	47
Vision:	Employee	7	4	7	82
	Dependents	1	9	4	85
Disability:	Short Term	28	3	17	52
	Long Term	16	9	18	57
Accidental Death:	Employee	49	2	22	27
	Dependents	13	20	19	47
Group Life:	Employee	56	2	26	16
	Dependents	8	24	18	49
Pension Plan		10	0	1	88
Profit Sharing		10	0	3	87
401-K Plan		2	5	9	84
Employee Stock Option Plan		4	4	3	90
Education/Career Development					
Tuition Reimbursement		22	2	23	53
Workshops, Seminars etc.		53	1	13	34

Table XXIV
Population Size 50,000 - 250,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	35,943	3,558	30,930	0
Chief Engineer	15,789	161	17,500	0
Contract Engineer	4,934	0	4,403	0
Program Director	19,627	466	19,050	0
Operations Director	19,144	164	19,750	0
News Director	14,553	173	15,000	0
Sports Director	9,041	375	8,900	0
Business Manager/Controller	16,613	139	16,000	0
Traffic Manager/Supervisor	12,731	143	12,000	0
Community/Public Affairs Director	12,243	171	12,000	0
Promotion/Marketing Director	14,673	192	15,000	0
Research Director	22,700	100	22,700	1

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	16,056	14,133	13,001
News Announcer	1	13,882	13,000	12,836
News Reporter	1	13,100	13,250	15,500
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	13,000	13,000	N/R
Sports Reporter	1	6,467	2,400	2,400
Technician	1	12,057	14,000	14,467
Continuity Writer/Copywriter	1	12,047	11,400	11,789
Production Person	1	16,100	16,900	15,133
Music Person	1	13,800	13,500	12,333
Traffic/Computer Operator	1	12,840	12,150	11,693
Sales Support Person	2	16,340	13,200	12,333

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation (\$)					
Average	22,482	34,968	29,107	28,700	18,139
Median	19,900	30,900	29,994	28,700	17,017

Table XXIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	17	12	20	25
Salary & Bonus	3	25	18	0	25
Straight Com.	19	7	12	40	0
Draw Against Com.	29	3	12	20	0
Salary & Com.	29	25	24	0	25
Salary, Bonus & Com.	13	19	12	0	0
Straight Com. w/bonus	5	2	12	20	0
Other	3	2	0	0	25

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 21% No 79%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	46	4	37	14
	Dependents	9	29	39	22
Surgical Benefits:	Employee	43	5	36	16
	Dependents	10	25	41	25
Major Medical:	Employee	44	5	36	14
	Dependents	10	27	40	23
H.M.O.:	Employee	12	0	12	75
	Dependents	2	4	15	80
Dental:	Employee	10	8	19	63
	Dependents	3	10	20	67
Vision:	Employee	2	5	7	87
	Dependents	2	3	7	88
Disability:	Short Term	17	3	10	70
	Long Term	12	5	7	75
Accidental Death:	Employee	38	3	15	44
	Dependents	8	14	14	64
Group Life:	Employee	48	6	21	25
	Dependents	10	22	17	51
Pension Plan		5	2	5	88
Profit Sharing		5	2	2	91
401-K Plan		0	5	3	92
Employee Stock Option Plan		3	3	0	93
Education/Career Development					
	Tuition Reimbursement	17	2	15	67
	Workshops, Seminars etc.	45	3	10	42

Table XXV
Population Size Under 50,000

FM Stations

* Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,400	1,506	24,000	0
Chief Engineer	15,370	0	17,000	0
Contract Engineer	3,746	0	2,550	0
Program Director	13,790	375	14,650	0
Operations Director	16,891	217	16,500	0
News Director	13,209	443	12,500	0
Sports Director	9,723	0	10,000	0
Business Manager/Controller	13,155	830	12,000	0
Traffic Manager/Supervisor	9,694	15	10,100	0
Community/Public Affairs Director	13,467	0	13,000	0
Promotion/Marketing Director	14,188	375	15,625	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	3	13,068	12,000	10,839
News Announcer	1	13,811	14,000	12,163
News Reporter	1	14,320	13,200	11,667
Farm Reporter	2	16,400	16,800	16,800
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	N/R	N/R	N/R	N/R
Technician	2	13,735	14,400	15,133
Continuity Writer/Copywriter	2	10,644	10,200	12,300
Production Person	1	15,300	13,000	11,850
Music Person	1	13,086	12,497	12,305
Traffic/Computer Operator	1	11,241	10,800	9,845
Sales Support Person	1	11,800	12,000	10,400

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	19,173	22,051	25,667	N/R	13,000
Median	14,533	22,000	14,500	N/R	13,750

Table XXV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	14	0	0	67
Salary & Bonus	2	22	22	0	33
Straight Com.	33	11	0	50	0
Draw Against Com.	16	0	0	0	0
Salary & Com.	19	30	22	50	0
Salary, Bonus & Com.	11	16	44	0	0
Straight Com. w/bonus	11	3	0	0	0
Other	4	5	11	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **16%** No **84%**

	-----Years of Service-----							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average)
(average weeks)	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	23	6	30	41
	Dependents	8	20	25	48
Surgical Benefits:	Employee	23	6	27	44
	Dependents	9	17	24	50
Major Medical:	Employee	23	6	28	43
	Dependents	8	18	26	48
H.M.O.:	Employee	2	2	10	87
	Dependents	0	8	4	88
Dental:	Employee	7	4	5	84
	Dependents	2	6	8	85
Vision:	Employee	4	2	5	89
	Dependents	2	2	6	90
Disability:	Short Term	18	4	9	70
	Long Term	14	4	6	76
Accidental Death:	Employee	18	4	14	64
	Dependents	6	12	6	76
Group Life:	Employee	29	5	13	54
	Dependents	8	15	4	74
Pension Plan		2	2	0	96
Profit Sharing		5	4	0	91
401-K Plan		6	4	0	91
Employee Stock Option Plan		2	2	0	96
Education/Career Development					
Tuition Reimbursement		20	4	7	69
Workshops, Seminars etc.		37	4	6	53

Table XXVI

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	51,962	8,125	44,800	0
Chief Engineer	25,159	337	24,037	0
Contract Engineer	9,461	56	6,000	0
Program Director	25,873	1,018	20,800	0
Operations Director	31,522	1,074	24,000	0
News Director	19,879	185	17,940	0
Sports Director	19,785	114	16,500	0
Business Manager/Controller	22,623	371	20,000	0
Traffic Manager/Supervisor	15,409	130	14,400	0
Community/Public Affairs Director	18,503	87	17,000	0
Promotion/Marketing Director	22,777	334	21,000	0
Research Director	16,665	176	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	19,879	15,000	16,546
News Announcer	2	18,532	15,666	16,195
News Reporter	2	15,952	14,550	13,277
Farm Reporter	1	19,111	18,200	16,393
News Editor	1	18,542	15,475	15,383
Sports Reporter	1	18,405	16,000	17,578
Technician	2	20,354	20,027	17,435
Continuity Writer/Copywriter	2	15,351	14,910	13,474
Production Person	1	20,958	19,870	18,954
Music Person	1	19,264	17,786	17,403
Traffic/Computer Operator	1	14,215	13,700	12,375
Sales Support Person	2	15,900	15,600	14,241

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	26,747	49,361	43,047	55,999	26,931
Median	23,000	42,500	38,250	53,084	20,500

Table XXVI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	8	2	12	42
Salary & Bonus	1	28	25	25	9
Straight Com.	26	6	8	18	2
Draw Against Com.	31	3	3	3	0
Salary & Com.	22	28	36	18	42
Salary, Bonus & Com.	8	21	20	22	6
Straight Com. w/bonus	9	4	5	1	0
Other	2	1	1	0	0

BENEFITS

Paid Sick Days (average) 7

Accumulate? Yes 20% No 80%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	2	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	2	41	9
	Dependents	10	33	46	11
Surgical Benefits:	Employee	46	2	42	10
	Dependents	10	32	47	11
Major Medical:	Employee	47	2	43	8
	Dependents	10	33	47	10
H.M.O.:	Employee	14	1	14	71
	Dependents	3	11	14	72
Dental:	Employee	20	5	22	53
	Dependents	3	17	27	53
Vision:	Employee	8	2	7	82
	Dependents	1	8	8	83
Disability:	Short Term	24	5	20	50
	Long Term	20	10	20	50
Accidental Death:	Employee	41	4	24	31
	Dependents	7	19	23	52
Group Life:	Employee	51	4	27	17
	Dependents	7	21	23	48
Pension Plan		14	1	2	83
Profit Sharing		14	1	2	83
401-K Plan		4	4	12	80
Employee Stock Option Plan		1	1	2	95
Education/Career Development					
	Tuition Reimbursement	25	0	17	58
	Workshops, Seminars etc.	54	2	9	36

Table XXVII
Population Size Over 1 Million

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	96,899	17,334	100,000	10,000
Chief Engineer	38,908	420	36,125	0
Contract Engineer	17,541	0	14,200	0
Program Director	49,177	3,617	50,000	0
Operations Director	59,515	3,860	50,000	0
News Director	33,688	370	30,000	0
Sports Director	46,793	21	40,180	0
Business Manager/Controller	34,244	591	33,085	0
Traffic Manager/Supervisor	22,260	162	21,600	0
Community/Public Affairs Director	24,689	135	23,880	0
Promotion/Marketing Director	27,689	521	27,000	0
Research Director	19,079	250	17,820	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	8	38,848	31,000	31,977
News Announcer	3	27,847	24,850	23,301
News Reporter	2	22,182	20,000	17,938
Farm Reporter	2	30,000	23,000	45,000
News Editor	2	24,540	22,000	18,146
Sports Reporter	1	28,856	27,050	24,754
Technician	2	25,445	24,633	20,943
Continuity Writer/Copywriter	3	18,124	17,814	15,837
Production Person	1	26,190	26,372	23,325
Music Person	1	24,515	25,232	21,331
Traffic/Computer Operator	2	17,732	18,000	16,130
Sales Support Person	2	17,708	17,564	15,883

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation (\$)					
Average	40,955	81,998	71,642	67,603	37,383
Median	39,387	75,000	65,000	65,000	28,172

Table XXVI I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	7	13
Salary & Bonus	1	47	39	38	13
Straight Com.	26	2	8	11	0
Draw Against Com.	45	1	2	0	0
Salary & Com.	13	18	25	18	70
Salary, Bonus & Com.	4	29	22	27	4
Straight Com. w/bonus	8	0	2	0	0
Other	3	1	0	0	0

BENEFITS

Paid Sick Days (average) 8 Accumulate? Yes 21% No 79%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	4	8

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	54	0	44	2
	Dependents	6	24	68	2
Surgical Benefits:	Employee	51	0	46	3
	Dependents	3	22	72	3
Major Medical:	Employee	52	0	47	1
	Dependents	4	22	73	1
H.M.O.:	Employee	15	0	22	63
	Dependents	1	10	25	64
Dental:	Employee	28	3	36	32
	Dependents	2	13	54	32
Vision:	Employee	10	0	6	84
	Dependents	1	3	11	84
Disability:	Short Term	37	3	28	31
	Long Term	37	9	32	22
Accidental Death:	Employee	60	6	22	11
	Dependents	5	20	28	47
Group Life:	Employee	66	2	27	5
	Dependents	7	21	30	42
Pension Plan		38	0	2	60
Profit Sharing		24	0	2	73
401-K Plan		11	7	31	51
Employee Stock Option Plan		2	6	7	85
Education/Career Development					
Tuition Reimbursement		27	0	30	43
Workshops, Seminars etc.		66	0	9	25

Table XXVIII
Population Size 250,000 - 1,000,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	63,495	12,019	60,000	3,000
Chief Engineer	26,880	337	26,900	0
Contract Engineer	11,596	0	11,700	0
Program Director	31,395	1,237	29,000	0
Operations Director	31,715	426	30,000	0
News Director	22,096	152	21,000	0
Sports Director	20,405	45	21,000	0
Business Manager/Controller	23,396	250	22,150	0
Traffic Manager/Supervisor	16,458	193	16,554	0
Community/Public Affairs Director	17,602	0	15,750	0
Promotion/Marketing Director	20,226	109	18,600	0
Research Director	13,143	131	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	21,738	19,320	19,251
News Announcer	2	18,813	18,000	16,527
News Reporter	2	15,762	16,000	13,716
Farm Reporter	1	25,750	26,000	21,667
News Editor	1	18,591	16,500	15,333
Sports Reporter	1	17,191	16,000	21,261
Technician	2	19,823	20,020	16,371
Continuity Writer/Copywriter	1	16,975	16,000	14,220
Production Person	1	19,730	19,350	18,247
Music Person	1	20,456	20,000	15,635
Traffic/Computer Operator	1	15,315	15,000	12,987
Sales Support Person	1	15,817	15,350	13,977

----- Sales Personnel -----					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation (\$)					
Average	32,735	54,894	42,864	39,996	29,363
Median	27,000	57,391	40,000	40,000	19,500

Table XXVIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	5	3	18	50
Salary & Bonus	1	29	20	21	6
Straight Com.	27	3	3	11	6
Draw Against Com.	35	2	1	7	0
Salary & Com.	18	34	41	25	33
Salary, Bonus & Com.	9	21	25	14	6
Straight Com. w/bonus	8	7	7	4	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	3	3	3	3	7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	55	1	38	5
	Dependents	9	35	50	6
Surgical Benefits:	Employee	55	1	39	6
	Dependents	10	35	49	6
Major Medical:	Employee	54	1	41	4
	Dependents	9	35	51	5
H.M.O.:	Employee	16	0	16	68
	Dependents	2	15	17	67
Dental:	Employee	34	5	26	35
	Dependents	4	28	34	35
Vision:	Employee	13	2	7	78
	Dependents	1	12	10	77
Disability:	Short Term	30	7	22	41
	Long Term	21	15	26	39
Accidental Death:	Employee	48	5	28	20
	Dependents	5	23	29	43
Group Life:	Employee	56	2	28	13
	Dependents	7	23	24	45
Pension Plan		20	1	1	78
Profit Sharing		13	0	1	86
401-K Plan		6	5	18	72
Employee Stock Option Plan		2	0	3	95
Education/Career Development					
Tuition Reimbursement		29	0	18	53
Workshops, Seminars etc.		59	1	8	33

Table XXIX
Population Size 50,000 - 250,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,778	5,480	39,600	0
Chief Engineer	19,899	153	20,200	0
Contract Engineer	9,671	152	7,800	0
Program Director	20,049	230	19,320	0
Operations Director	20,995	172	20,200	0
News Director	17,640	80	17,316	0
Sports Director	16,257	113	16,350	0
Business Manager/Controller	18,950	250	18,000	0
Traffic Manager/Supervisor	13,940	73	13,800	0
Community/Public Affairs Director	14,629	110	14,000	0
Promotion/Marketing Director	17,127	48	16,063	0
Research Director	13,872	0	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	6	15,675	14,000	12,555
News Announcer	2	14,723	14,000	13,273
News Reporter	1	13,568	13,000	11,919
Farm Reporter	1	17,347	18,000	14,362
News Editor	1	15,129	15,000	13,629
Sports Reporter	1	14,513	16,050	11,627
Technician	1	16,408	16,200	14,077
Continuity Writer/Copywriter	1	13,807	13,000	12,110
Production Person	1	15,309	15,100	13,305
Music Person	1	15,141	15,600	14,476
Traffic/Computer Operator	1	13,469	13,200	11,318
Sales Support Person	2	13,945	12,700	12,205

----- Sales Personnel -----					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation (\$)					
Average	22,609	39,461	30,928	32,244	18,244
Median	21,000	36,000	30,000	35,000	20,000

Table XXIX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	11	0	11	69
Salary & Bonus	2	24	31	17	15
Straight Com.	23	6	4	28	0
Draw Against Com.	27	5	3	0	0
Salary & Com.	24	26	36	11	15
Salary, Bonus & Com.	9	22	16	33	0
Straight Com. w/bonus	11	5	6	0	0
Other	3	1	3	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	2	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	51	2	41	6
	Dependents	11	38	43	8
Surgical Benefits:	Employee	51	2	41	6
	Dependents	12	38	42	8
Major Medical:	Employee	52	2	41	5
	Dependents	12	38	43	7
H.M.O.:	Employee	16	2	10	73
	Dependents	4	12	10	74
Dental:	Employee	20	6	17	57
	Dependents	3	19	21	57
Vision:	Employee	9	3	7	81
	Dependents	2	10	7	81
Disability:	Short Term	23	5	18	56
	Long Term	17	8	16	58
Accidental Death:	Employee	44	3	21	33
	Dependents	9	17	20	54
Group Life:	Employee	54	5	25	16
	Dependents	8	23	21	47
Pension Plan		8	1	2	89
Profit Sharing		13	2	3	83
401-K Plan		3	7	6	84
Employee Stock Option Plan		1	1	1	97
Education/Career Development					
Tuition Reimbursement		23	1	14	63
Workshops, Seminars etc.		49	3	9	40

Table XXX
Population Size Under 50,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	31,557	3,712	30,000	0
Chief Engineer	15,840	564	16,700	0
Contract Engineer	6,383	0	5,000	0
Program Director	15,176	300	15,000	0
Operations Director	17,366	146	16,800	0
News Director	14,102	235	14,400	0
Sports Director	12,560	182	12,000	0
Business Manager/Controller	14,353	528	14,400	0
Traffic Manager/Supervisor	11,868	127	12,000	0
Community/Public Affairs Director	11,745	9	12,000	0
Promotion/Marketing Director	16,019	786	13,220	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	4	13,733	12,000	11,251
News Announcer	1	12,815	12,490	11,270
News Reporter	1	13,580	13,510	11,333
Farm Reporter	1	16,333	15,000	13,600
News Editor	1	14,133	15,600	14,000
Sports Reporter	1	11,206	11,440	9,343
Technician	1	10,835	11,230	12,125
Continuity Writer/Copywriter	1	11,861	11,470	10,926
Production Person	1	13,683	12,500	13,673
Music Person	1	12,249	12,080	12,635
Traffic/Computer Operator	1	11,442	11,735	10,016
Sales Support Person	2	12,963	12,000	9,906

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	18,614	31,115	20,999	70,000	15,024
Median	18,000	30,000	20,000	70,000	17,000

Table XXX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	12	6	17	55
Salary & Bonus	1	20	9	0	0
Straight Com.	28	12	17	50	0
Draw Against Com.	24	4	7	8	0
Salary & Com.	26	31	43	17	27
Salary, Bonus & Com.	9	16	15	8	18
Straight Com. w/bonus	7	5	4	0	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **17%** No **83%**

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	3	3	3	6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	35	4	43	19
	Dependents	11	30	36	23
Surgical Benefits:	Employee	33	4	43	20
	Dependents	11	30	37	23
Major Medical:	Employee	33	4	44	18
	Dependents	10	31	37	22
H.M.O.:	Employee	9	2	13	76
	Dependents	3	7	11	80
Dental:	Employee	5	5	18	72
	Dependents	2	10	14	74
Vision:	Employee	2	2	9	87
	Dependents	1	5	7	88
Disability:	Short Term	16	5	19	60
	Long Term	12	9	12	67
Accidental Death:	Employee	24	4	25	46
	Dependents	8	16	18	58
Group Life:	Employee	37	5	29	28
	Dependents	6	17	22	54
Pension Plan		4	1	2	93
Profit Sharing		12	0	3	85
401-K Plan		0	0	4	96
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reimbursement		24	1	13	62
Workshops, Seminars etc.		49	2	9	40

Table XXXI

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	24,870	1,231	23,400	0
Chief Engineer	11,730	688	10,000	0
Contract Engineer	4,485	11	3,180	0
Program Director	14,982	96	14,000	0
Operations Director	14,403	26	13,000	0
News Director	13,242	98	12,000	0
Sports Director	9,556	89	9,000	0
Business Manager/Controller	15,520	431	13,800	0
Traffic Manager/Supervisor	11,122	84	11,500	0
Community/Public Affairs Director	9,935	131	8,600	0
Promotion/Marketing Director	16,370	250	19,100	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	2	11,785	11,330	10,947
News Announcer	1	12,151	11,756	11,878
News Reporter	2	11,164	13,000	11,134
Farm Reporter	1	14,800	14,300	9,500
News Editor	1	10,700	10,700	7,000
Sports Reporter	1	10,163	10,825	12,133
Technician	2	10,410	9,900	10,410
Continuity Writer/Copywriter	1	12,273	12,125	9,333
Production Person	1	10,295	9,825	12,160
Music Person	1	10,569	10,569	8,137
Traffic/Computer Operator	1	10,376	10,500	9,684
Sales Support Person	1	13,294	10,400	11,776

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation (\$)					
Average	15,438	24,293	20,103	42,400	14,200
Median	15,000	20,800	17,010	42,400	13,400

Table XXXI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	16	11	20	50
Salary & Bonus	0	13	5	0	0
Straight Com.	17	3	11	20	0
Draw Against Com.	22	5	11	0	0
Salary & Com.	38	36	37	40	50
Salary, Bonus & Com.	10	20	26	0	0
Straight Com. w/bonus	5	5	0	20	0
Other	3	2	0	0	0

BENEFITS

Paid Sick Days (average) 6

Accumulate? Yes 12% No 88%

Paid Vacation (average weeks)	Years of Service								Paid Holidays (average)	6
	1	2	3	5	10	15	20+			
	1	2	2	2	2	2	3			

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	6	28	30
	Dependents	10	28	24	37
Surgical Benefits:	Employee	36	6	26	33
	Dependents	11	28	24	37
Major Medical:	Employee	36	5	26	32
	Dependents	12	27	24	37
H.M.O.:	Employee	3	3	10	83
	Dependents	1	9	7	83
Dental:	Employee	5	5	5	84
	Dependents	0	11	5	84
Vision:	Employee	4	2	4	89
	Dependents	0	8	2	89
Disability:	Short Term	7	3	7	83
	Long Term	3	3	10	83
Accidental Death:	Employee	25	6	14	55
	Dependents	7	16	15	63
Group Life:	Employee	29	8	17	46
	Dependents	7	20	12	62
Pension Plan		6	1	1	92
Profit Sharing		5	1	0	94
401-K Plan		1	2	1	96
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reimbursement		7	2	6	85
Workshops, Seminars etc.		27	5	7	61

Table XXXII
Population Size Over 500,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	31,609	1,441	28,600	0
Chief Engineer	14,937	250	8,500	0
Contract Engineer	5,100	0	5,400	0
Program Director	18,591	405	15,000	0
Operations Director	13,000	0	13,000	0
News Director	14,167	367	10,400	100
Sports Director	N/R			
Business Manager/Controller	19,838	250	16,380	0
Traffic Manager/Supervisor	17,309	317	15,350	200
Community/Public Affairs Director	13,097	525	13,097	525
Promotion/Marketing Director	6,000	0	6,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	2	14,299	13,000	12,735
News Announcer	2	11,752	11,752	9,880
News Reporter	N/R	N/R	N/R	N/R
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	N/R	N/R	N/R
Sports Reporter	N/R	N/R	N/R	N/R
Technician	N/R	N/R	N/R	N/R
Continuity Writer/Copywriter	N/R	N/R	N/R	N/R
Production Person	1	18,800	18,800	18,800
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	12,690	12,450	10,670
Sales Support Person	2	18,600	18,600	9,600

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation (\$)					
Average	18,908	35,353	15,428	N/R	N/R
Median	18,400	27,047	16,505	N/R	N/R

Table XXXI I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	9	14	0	0	0
Salary & Bonus	0	0	0	0	0
Straight Com.	18	0	0	50	0
Draw Against Com.	27	0	20	0	0
Salary & Com.	36	57	40	50	0
Salary, Bonus & Com.	9	29	40	0	0
Straight Com. w/bonus	0	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 27% No 73%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	2	3	3	7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	29	0	35	35
	Dependents	18	12	24	47
Surgical Benefits:	Employee	27	0	27	47
	Dependents	21	14	14	50
Major Medical:	Employee	31	0	31	38
	Dependents	20	13	27	40
H.M.O.:	Employee	0	0	21	79
	Dependents	0	14	7	79
Dental:	Employee	7	13	13	67
	Dependents	0	20	13	67
Vision:	Employee	0	0	0	100
	Dependents	0	0	0	100
Disability:	Short Term	0	0	0	100
	Long Term	0	0	0	100
Accidental Death:	Employee	21	0	7	71
	Dependents	21	0	7	71
Group Life:	Employee	25	6	25	44
	Dependents	13	13	13	60
Pension Plan		8	0	0	92
Profit Sharing		0	0	0	100
401-K Plan		0	0	0	100
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
	Tuition Reimbursement	8	0	0	92
	Workshops, Seminars etc.	33	0	0	67

Table XXXIII
Population Size 50,000 - 500,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	26,782	1,129	23,500	0
Chief Engineer	10,332	1,309	10,460	0
Contract Engineer	5,162	0	3,600	0
Program Director	17,247	44	16,200	0
Operations Director	14,329	71	13,000	0
News Director	15,560	140	15,300	0
Sports Director	11,550	200	12,950	0
Business Manager/Controller	14,815	236	12,750	0
Traffic Manager/Supervisor	9,913	48	10,000	0
Community/Public Affairs Director	9,322	0	8,600	0
Promotion/Marketing Director	19,407	500	19,200	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	2	11,695	12,000	11,342
News Announcer	1	12,890	13,000	14,426
News Reporter	2	11,997	13,000	12,837
Farm Reporter	1	14,800	14,800	9,500
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	1	9,000	8,000	12,200
Technician	1	6,300	6,300	6,900
Continuity Writer/Copywriter	1	10,920	10,920	9,500
Production Person	1	9,600	9,200	9,360
Music Person	1	10,569	10,569	8,137
Traffic/Computer Operator	1	9,045	8,840	9,572
Sales Support Person	1	12,617	10,800	13,728

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation (\$)					
Average	17,003	27,322	32,250	42,400	14,933
Median	15,000	21,500	33,500	42,400	14,800

Table XXXIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	15	17	50	0
Salary & Bonus	0	15	0	0	0
Straight Com.	12	0	0	0	0
Draw Against Com.	32	7	0	0	0
Salary & Com.	38	41	50	50	0
Salary, Bonus & Com.	6	15	33	0	0
Straight Com. w/bonus	3	4	0	0	0
Other	6	4	0	0	0

BENEFITS

Paid Sick Days (average) 6 Accumulate? Yes 9% No 91%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)
	1	2	3	5	10	15	20+	
	1	2	2	2	2	2	2	6

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	11	27	31
	Dependents	12	28	23	37
Surgical Benefits:	Employee	31	9	27	33
	Dependents	12	26	24	38
Major Medical:	Employee	32	9	25	34
	Dependents	12	27	22	39
H.M.O.:	Employee	3	6	6	86
	Dependents	0	12	3	85
Dental:	Employee	3	5	5	86
	Dependents	0	11	3	86
Vision:	Employee	8	3	5	84
	Dependents	0	14	3	83
Disability:	Short Term	11	5	8	76
	Long Term	6	8	8	78
Accidental Death:	Employee	26	7	14	52
	Dependents	5	18	16	61
Group Life:	Employee	29	10	12	49
	Dependents	8	24	8	61
Pension Plan		6	3	3	89
Profit Sharing		6	3	0	91
401-K Plan		0	6	3	92
Employee Stock Option Plan		0	3	0	97
Education/Career Development					
	Tuition Reimbursement	6	6	3	86
	Workshops, Seminars etc.	29	13	5	53

Table XXXIV
Population Size Under 50,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	20,990	1,248	20,000	0
Chief Engineer	11,056	111	7,000	0
Contract Engineer	3,764	22	2,600	0
Program Director	11,621	30	10,950	0
Operations Director	14,578	0	13,000	0
News Director	11,105	26	11,440	0
Sports Director	7,960	0	6,000	0
Business Manager/Controller	14,062	769	12,000	0
Traffic Manager/Supervisor	10,589	55	10,700	0
Community/Public Affairs Director	8,000	0	8,000	0
Promotion/Marketing Director	17,000	0	17,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation (\$) Average	Median	Average Starting Compensation (\$)
On-Air Personality	3	10,840	10,650	9,879
News Announcer	1	11,373	10,800	10,118
News Reporter	2	9,080	9,080	8,580
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	10,700	10,700	7,000
Sports Reporter	2	13,650	13,650	12,000
Technician	2	14,520	14,520	13,920
Continuity Writer/Copywriter	1	13,625	13,625	9,250
Production Person	2	9,150	9,250	8,320
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	10,413	10,560	9,290
Sales Support Person	2	10,887	8,500	12,000

Sales Personnel					
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation (\$)					
Average	13,381	19,858	10,141	N/R	12,000
Median	13,000	20,000	10,000	N/R	12,000

Table XXXIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	19	13	0	50
Salary & Bonus	0	15	13	0	0
Straight Com.	22	7	25	0	0
Draw Against Com.	12	4	13	0	0
Salary & Com.	39	26	25	0	50
Salary, Bonus & Com.	15	22	13	0	0
Straight Com. w/bonus	7	7	0	100	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) 6 Accumulate? Yes 10% No 90%

Paid Vacation (average weeks)	Years of Service							Paid Holidays (average)	6
	1	2	3	5	10	15	20+		
	1	2	2	2	2	2	3		

		% of Response			
		Paid In Full By Company	Paid In Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	42	4	26	28
	Dependents	6	34	26	34
Surgical Benefits:	Employee	43	4	24	29
	Dependents	7	35	26	33
Major Medical:	Employee	42	4	26	28
	Dependents	9	32	26	34
H.M.O.:	Employee	5	2	10	83
	Dependents	3	5	10	82
Dental:	Employee	8	3	3	88
	Dependents	0	8	3	89
Vision:	Employee	3	3	5	90
	Dependents	0	5	3	92
Disability:	Short Term	5	3	8	84
	Long Term	3	0	16	81
Accidental Death:	Employee	25	8	15	53
	Dependents	3	19	16	62
Group Life:	Employee	31	7	18	44
	Dependents	3	18	15	64
Pension Plan		5	0	0	95
Profit Sharing		5	0	0	95
401-K Plan		2	0	0	98
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
	Tuition Reimbursement	8	0	10	82
	Workshops, Seminars etc.	24	0	10	67

Definitions — Support Staff

On-Air Personality

Includes Announcers, DJs and Personalities. Responsibilities are announcing for entertainment and other radio programming.

News Announcer

Specializes in delivering news on the air or serves as an anchor person.

News Reporter

May have title of director in one-person news department. Gathers, writes and feeds news stories from field to station as well as gathering and writing stories in-house via telephone, wire and other sources.

News Editor

Responsibilities involve reviewing and editing news service copy, network news and locally gathered news materials.

Sports Reporter

Reports sports events play-by-play, does interviews and news inserts.

Technician

Operates and maintains studio transmitter equipment.

Continuity Writer/Copywriter

Writes commercial copy and previews commercial material written by outside sources.

Production Person

Writes, produces and coordinates the production of all commercial, promotional and public service announcements.

Music Person

Responsible for previewing, selecting and cataloging the music-portion of the stations program direction.

Traffic/Computer Operator

Prepares a minute by minute schedule of all on-air radio programming, commercials and public service announcements, and any other announcements. May be responsible for entering all pertinent data into the computer and generating necessary reports.

APPENDIX -- 1987 ERRATA

Table I

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	12	5	12	27
Salary & Bonus	1	24	17	16	20
Straight Com.	25	5	7	10	3
Draw Against Com.	33	5	8	10	5
Salary & Com.	23	31	35	26	36
Salary, Bonus & Com.	9	20	21	18	7
Straight Com. W/bonus	8	3	7	5	1
Other	0	1	1	3	1

Table II

Revenue Size Over \$5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	0	0	0	16
Salary & Bonus	0	45	24	27	37
Straight Com.	29	1	10	5	0
Draw Against Com.	39	5	8	8	0
Salary & Com.	12	24	36	32	37
Salary, Bonus & Com.	5	22	18	19	11
Straight Com. W/bonus	16	1	2	5	0
Other	0	1	2	3	0

Table III

Revenue Size \$2 - \$5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	6	3	7	6
Salary & Bonus	0	29	27	14	24
Straight Com.	27	0	1	2	0
Draw Against Com.	47	4	4	14	12
Salary & Com.	12	27	35	21	55
Salary, Bonus & Com.	6	30	27	31	3
Straight Com. W/bonus	8	2	3	5	0
Other	0	1	1	5	0

APPENDIX -- 1987 ERRATA

Table IV
Revenue Size \$1 - \$2 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	8	7	6	42
Salary & Bonus	1	23	22	6	8
Straight Com.	25	6	4	18	8
Draw Against Com.	41	5	4	12	0
Salary & Com.	13	30	21	41	25
Salary, Bonus & Com.	8	22	27	18	17
Straight Com. W/bonus	10	6	13	0	0
Other	1	1	0	0	0

Table V
Revenue Size \$500,000 - \$1,000,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	11	6	26	41
Salary & Bonus	0	25	15	16	14
Straight Com.	22	5	6	16	0
Draw Against Com.	33	5	10	16	9
Salary & Com.	23	32	39	16	27
Salary, Bonus & Com.	11	19	15	5	5
Straight Com. W/bonus	9	2	10	5	5
Other	0	0	0	0	0

Table VI
Revenue Size \$250,000 - \$500,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	15	3	31	55
Salary & Bonus	4	19	8	13	18
Straight Com.	24	7	11	19	9
Draw Against Com.	25	5	13	6	0
Salary & Com.	29	31	35	19	9
Salary, Bonus & Com.	10	17	24	6	9
Straight Com. W/bonus	7	4	7	6	0
Other	0	1	0	0	0

APPENDIX -- 1987 ERRATA

Table VII
Revenue Size Under \$250,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	3	24	12	24	45
Salary & Bonus	1	16	9	12	0
Straight Com.	24	5	9	18	9
Draw Against Com.	25	6	9	0	0
Salary & Com.	32	34	39	18	27
Salary, Bonus & Com.	10	13	14	12	9
Straight Com. W/bonus	5	2	6	12	0
Other	0	1	2	6	9

Table VIII
Population Size Over 2.5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	5	2	2	6
Salary & Bonus	0	31	13	17	25
Straight Com.	29	1	9	12	0
Draw Against Com.	42	5	13	12	13
Salary & Com.	15	30	36	32	44
Salary, Bonus & Com.	7	26	24	20	13
Straight Com. W/bonus	6	2	4	5	0
Other	0	0	0	0	0

Table IX
Population Size 1 Million - 2.5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	5	5	7	13
Salary & Bonus	0	35	31	34	39
Straight Com.	23	2	5	0	0
Draw Against Com.	46	8	7	14	4
Salary & Com.	15	27	28	17	43
Salary, Bonus & Com.	7	22	23	28	0
Straight Com. W/bonus	9	1	2	0	0
Other	0	0	0	0	0

APPENDIX -- 1987 ERRATA

Table X
Population Size 500,000 - 1,000,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	4	10	2	6	19
Salary & Bonus	0	25	24	11	31
Straight Com.	20	3	0	0	0
Draw Against Com.	42	4	4	6	6
Salary & Com.	18	33	41	33	31
Salary, Bonus & Com.	6	22	24	22	6
Straight Com. W/bonus	9	1	2	11	6
Other	0	3	2	11	0

Table XI
Population Size 250,000 - 500,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	10	2	5	17
Salary & Bonus	1	27	18	5	8
Straight Com.	20	2	3	10	0
Draw Against Com.	40	5	6	10	17
Salary & Com.	13	27	39	38	50
Salary, Bonus & Com.	11	24	24	19	8
Straight Com. W/bonus	13	4	5	5	0
Other	1	1	3	10	0

Table XII
Population Size 100,000 - 250,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	13	9	42	31
Salary & Bonus	2	23	21	17	13
Straight Com.	27	3	5	17	0
Draw Against Com.	34	5	3	0	0
Salary & Com.	21	33	29	17	44
Salary, Bonus & Com.	9	19	21	8	13
Straight Com. W/bonus	8	3	12	0	0
Other	1	1	0	0	0

APPENDIX -- 1987 ERRATA

Table XIII
Population Size 50,000 - 100,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	11	4	0	88
Salary & Bonus	2	23	15	0	0
Straight Com.	23	10	7	0	13
Draw Against Com.	24	4	13	60	0
Salary & Com.	34	34	30	20	0
Salary, Bonus & Com.	10	13	17	0	0
Straight Com. W/bonus	6	4	15	20	0
Other	1	1	0	0	0

Table XIV
Population Size 25,000 - 50,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	3	16	6	25	64
Salary & Bonus	2	22	6	8	9
Straight Com.	22	5	8	25	0
Draw Against Com.	26	7	10	0	0
Salary & Com.	31	32	42	33	18
Salary, Bonus & Com.	9	15	17	8	0
Straight Com. W/bonus	10	3	10	0	0
Other	0	1	0	0	9

Table XV
Population Size Under 25,000

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	2	21	15	42	22
Salary & Bonus	4	11	3	8	0
Straight Com.	32	11	20	25	22
Draw Against Com.	21	3	8	0	0
Salary & Com.	27	28	35	0	33
Salary, Bonus & Com.	11	20	13	8	22
Straight Com. W/bonus	4	4	8	17	0
Other	0	1	0	0	0

APPENDIX -- 1987 ERRATA

Table XVI

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	13	2	8	14
Salary & Bonus	1	17	6	15	21
Straight Com.	21	5	6	0	0
Draw Against Com.	33	10	9	15	0
Salary & Com.	28	36	47	35	50
Salary, Bonus & Com.	6	13	22	19	14
Straight Com. W/bonus	9	4	8	8	0
Other	1	1	0	0	0

Table XVII

Population Size Over 1 Million

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	6	0	7	0
Salary & Bonus	0	21	11	14	25
Straight Com.	19	0	6	0	0
Draw Against Com.	45	15	11	14	0
Salary & Com.	21	33	50	36	25
Salary, Bonus & Com.	2	21	22	21	50
Straight Com. W/bonus	12	3	0	7	0
Other	0	0	0	0	0

Table XVIII

Population Size 250,000 - 1,000,000

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	16	0	0	17
Salary & Bonus	0	9	0	0	33
Straight Com.	29	6	6	0	0
Draw Against Com.	33	16	6	17	0
Salary & Com.	19	34	56	50	50
Salary, Bonus & Com.	10	19	25	33	0
Straight Com. W/bonus	6	0	6	0	0
Other	2	0	0	0	0

APPENDIX -- 1987 ERRATA

Table XIX
Population 50,000 - 250,000

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	16	0	20	33
Salary & Bonus	3	18	14	20	0
Straight Com.	18	2	0	0	0
Draw Against Com.	29	10	7	20	0
Salary & Com.	33	37	36	20	67
Salary, Bonus & Com.	4	10	14	0	0
Straight Com. W/bonus	10	6	29	20	0
Other	1	2	0	0	0

Table XX
Population Size Under 50,000

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	3	13	6	0	0
Salary & Bonus	2	20	0	100	0
Straight Com.	20	11	13	0	0
Draw Against Com.	28	4	13	0	0
Salary & Com.	33	37	44	0	100
Salary, Bonus & Com.	7	7	25	0	0
Straight Com. W/bonus	8	7	0	0	0
Other	0	2	0	0	0

Table XXI

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	8	7	10	18
Salary & Bonus	1	25	17	12	23
Straight Com.	24	3	10	12	3
Draw Against Com.	38	3	11	16	13
Salary & Com.	21	32	29	29	38
Salary, Bonus & Com.	9	26	23	16	8
Straight Com. W/bonus	6	2	3	3	0
Other	0	1	0	2	0

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Table XXII
Population Size Over 1 Million

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	4	4	6	9
Salary & Bonus	0	32	19	15	32
Straight Com.	27	1	9	15	0
Draw Against Com.	48	4	9	18	14
Salary & Com.	13	30	30	29	45
Salary, Bonus & Com.	6	27	25	15	0
Straight Com. W/bonus	5	2	4	3	0
Other	0	0	0	0	0

Table XXIII
Population Size 250,000 - 1,000,000

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	9	3	6	0
Salary & Bonus	2	25	21	11	0
Straight Com.	23	1	0	6	0
Draw Against Com.	43	1	10	6	29
Salary & Com.	16	31	34	39	57
Salary, Bonus & Com.	9	29	31	22	14
Straight Com. W/bonus	5	1	0	6	0
Other	0	3	0	6	0

Table XXIV
Population Size 50,000 - 250,000

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	11	19	33	40
Salary & Bonus	0	19	6	0	20
Straight Com.	22	5	19	0	10
Draw Against Com.	31	3	19	67	0
Salary & Com.	33	38	13	0	10
Salary, Bonus & Com.	9	25	25	0	20
Straight Com. W/bonus	5	0	0	0	0
Other	0	0	0	0	0

APPENDIX -- 1987 ERRATA

Table XXV
Population Size Under 50,000

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	3	12	12	67	100
Salary & Bonus	3	20	12	0	0
Straight Com.	23	6	18	33	0
Draw Against Com.	27	4	12	0	0
Salary & Com.	24	31	29	0	0
Salary, Bonus & Com.	13	20	6	0	0
Straight Com. W/bonus	8	6	12	0	0
Other	0	0	0	0	0

Table XXVI

AM/FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	12	4	14	37
Salary & Bonus	2	27	21	21	19
Straight Com.	26	6	7	14	2
Draw Against Com.	32	4	5	3	2
Salary & Com.	20	28	34	19	33
Salary, Bonus & Com.	10	19	19	19	4
Straight Com. W/bonus	9	4	9	7	2
Other	0	1	1	3	2

Table XXVII
Population Size Over 1 Million

AM/FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	0	4	2	0	15
Salary & Bonus	0	44	33	43	38
Straight Com.	24	1	5	0	0
Draw Against Com.	43	4	9	5	0
Salary & Com.	15	24	28	14	46
Salary, Bonus & Com.	10	22	21	38	0
Straight Com. W/bonus	8	0	2	0	0
Other	0	0	0	0	0

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Table XXVIII

Population Size 250,000 - 1,000,000

AM/FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	3	7	2	7	27
Salary & Bonus	0	33	25	7	27
Straight Com.	17	3	2	7	0
Draw Against Com.	43	4	2	7	7
Salary & Com.	12	26	38	29	27
Salary, Bonus & Com.	9	21	23	14	7
Straight Com. W/bonus	17	5	5	14	7
Other	0	1	3	14	0

Table XXIX

Population Size 50,000 - 250,000

AM/FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	1	11	6	38	60
Salary & Bonus	2	24	20	13	0
Straight Com.	28	9	6	25	0
Draw Against Com.	29	2	4	0	0
Salary & Com.	24	33	33	25	40
Salary, Bonus & Com.	8	15	17	0	0
Straight Com. W/bonus	7	5	14	0	0
Other	1	1	0	0	0

Table XXX

Population Size Under 50,000

AM/FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	2	19	5	27	50
Salary & Bonus	3	17	5	7	7
Straight Com.	31	7	17	33	7
Draw Against Com.	23	6	7	0	0
Salary & Com.	23	26	38	13	21
Salary, Bonus & Com.	12	21	14	7	7
Straight Com. W/bonus	6	3	14	13	0
Other	0	1	0	0	7

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Table XXXI

AM Daytime Stations

	Account Executive	General Sales Manager	Sales Personnel Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	23	15	25	40
Salary & Bonus	1	18	15	13	0
Straight Com.	27	5	0	0	20
Draw Against Com.	21	5	12	0	0
Salary & Com.	33	32	35	25	20
Salary, Bonus & Com.	11	14	18	25	20
Straight Com. W/bonus	7	0	3	0	0
Other	0	2	3	13	0

Table XXXII

Population Size Over 500,000

AM Daytime Stations

	Account Executive	General Sales Manager	Sales Personnel Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	6	20	25	0	0
Salary & Bonus	0	20	0	100	0
Straight Com.	39	10	0	0	0
Draw Against Com.	6	10	25	0	0
Salary & Com.	28	20	25	0	0
Salary, Bonus & Com.	11	20	25	0	0
Straight Com. W/bonus	11	0	0	0	0
Other	0	0	0	0	0

Table XXXIII

Population Size 50,000 - 500,000

AM Daytime Stations

	Account Executive	General Sales Manager	Sales Personnel Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	18	0	0	100
Salary & Bonus	2	29	29	0	0
Straight Com.	26	0	0	0	0
Draw Against Com.	32	9	12	0	0
Salary & Com.	14	26	29	0	0
Salary, Bonus & Com.	18	12	18	50	0
Straight Com. W/bonus	8	0	6	0	0
Other	0	6	6	50	0

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Table XXXIV
Population Size Under 50,000

AM Daytime Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
<u>Methods of Compensation (% of response)</u>					
Salary Only	2	28	31	40	25
Salary & Bonus	0	10	0	0	0
Straight Com.	24	8	0	0	25
Draw Against Com.	16	2	8	0	0
Salary & Com.	51	38	46	40	25
Salary, Bonus & Com.	4	14	15	20	25
Straight Com. W/bonus	4	0	0	0	0
Other	0	0	0	0	0

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